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and The Flavor Field

76th YEAR

DECEMBER 1953

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Season's Greetings

from

The Coffee Trade of Brazil

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1—COFFEE GRIND INFORMATION

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2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE GRIND STANDARDS

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5—COFFEE MAKERS

A 16-page catalog, profusely illustrated, describes a line of coffee urns. Included, however, is data on a hot tea urn with a 60-cup capacity, and cold beverage dispensers for iced coffee and iced tea. The catalog also has details on accessories, such as repourers and faucets. Cecilware-Commodore Products Corp., 206 Canal St. New York 13, N. Y.

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DECEMBER, 1953

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

76th Year

DECEMBER 1953

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76th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

Boston's "Coffee Ann"

... merchandises the coffee break, and business is booming

By A. F. JOY



In Corcoran's, a Cambridge, Mass., department store, employees relax for self-service coffee and doughnuts. Thermos-type coffee tank has electric temperature controls, is plugged into nearest outlet. Creamer is refrigerated.

Probably one of the slickest coffee merchandising moves in some time was accomplished by a Boston restaurateur recently when he conceived the idea of bringing the coffee to the employee in a simplified self-service routine.

At first, the start was small, but when "Coffee Ann" really got going it spelled a hefty business, which today represents a gross of over \$125,000 yearly.

Abraham Runstein, from his expanding headquarters on Atlantic Avenue, tells the story with a wide grin. He can hardly believe his Horatio Alger rise himself and attributes it to the day, about two years ago, when he began losing his regular coffee customers mornings and afternoons in his medium-size cafeteria.

Looking into the why behind this loss of coffee-doughnut business, he found that itinerant hawkers were entering the buildings in which he was located and actually stealing customers from under his nose. Abe was brought up with a start and right away decided to do something about it. He came up with a free, twice daily delivery of hot coffee and fresh doughnuts from his own facilities.

Business clicked from the first and soon Abe Runstein was loading crude pushcarts with coffee and doughnuts for the office trade on both sides of the street. Then, as business expanded, he bought a station wagon, thinking this would stem the tide and enable him to run both his cafeteria and his new-found business with ease. The pyramiding of sales continued however, and "Coffee Ann" quickly outgrew the station wagon phase of its growing pains.

From there, new conceptions of merchandising were brought into play and today, "Coffee Ann" operates a fleet of eight trucks—modern, shiny delivery trucks, with uniformed drivers and an amazingly simplified merchandising routine.

Abe Runstein's customers are listed in Dun & Bradstreet and he is proud of the fact that he holds on to them without contractual relations of any kind. If they don't like his service, they just have to reach for the phone and call it off. *But thus far there have been no cancellations.*

Strictly a coffee service outfit, Mr. Runstein intends to stay that way, not going over into the hot meal catering phase or anything like that. Differing from the usual type

of service of this kind, he does not believe in bothering his patrons, one of the secrets of his success to date. He finds that the less he has to do with them on the personal level, the better. He therefore instructs all route drivers to drop their coffee quickly and efficiently and be off.

The "Coffee Ann" merchandising service involves special equipment. This consists of thermostatically-operated glass-lined containers which are plugged into office or shop electrical outlets. The coffee, which has been brewed before delivery, is thus kept at the desired temperature by thermostatic control. The coffee tanks come in three, five and ten gallon sizes, distributed according to the amount of business done on the premises of the accounts involved.

With the service, patrons get a refrigerated creamer, napkins, paper cups, sugar stirrers and napkin holders. Doughnuts and muffins are dispensed in stainless steel showcases with plexiglass covers, which guarantee cleanliness and freshness of product.

The trained drivers are expert in the public relations phase of the business. Mr. Runstein's boys make sure that everything is on the job at the right time and arranged spick and span, just so, before they take their leave of an account. Service calls have been cut to a minimum and he feels that he now has the operation down to foolproof proportions.

Drivers deliver and service only. They do not make change or pick up money. All billing is done from "Coffee Ann's" main office, with sales made to management only.

On occasion, Mr. Runstein, will go out and show management how to run the coffee period properly. He will spend time at a plant helping it to organize for maximum efficiency. At some places, employees take on the full cost while in other places only part of the check is taken up by the workers.

"We have found," says Mr. Runstein, "that the ideal set-up is for employees to pay ten cents for both coffee and doughnut. If employees obtain this for nothing, it creates the wrong attitude. By paying ten cents and having management put up the other nickel, the arrangement seems to work out best all around. Otherwise, it is ten cents for the coffee and five cents for the doughnut."

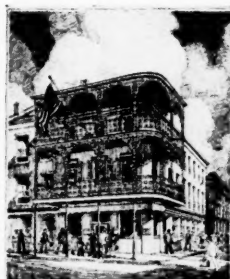
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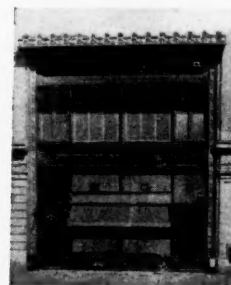
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Offices of Representatives in Coffee Producing Countries all over the World.

the economic side of the challenge facing coffee

By RAYMOND RODGERS, Professor of Banking
Graduate School of Business Administration
School of Commerce, Accounts and Finance
New York University

This hard-hitting report on coffee fundamentals in the United States today—based on an advance copy—sounded the keynote at the 1953 National Coffee Association convention, underway at Boca Raton, Florida, as this issue goes to press.

Every dynamic industry faces challenges—challenges of policy, of direction, of public relations, of price, of expansion, of competition, of research, of utilization of product, and of change. The coffee industry, which has always been a dynamic, yes, a volatile industry, faces all of these challenges.

In addition, as an international industry in which nations, particularly the producing nations, are vitally interested, coffee faces the further problems of wide monetary fluctuations and the political risks of tariffs, embargoes, exchange controls and other interferences by both the producing and the consuming nations.

The challenges facing coffee today could hardly be more serious. Perhaps at no time in the history of the industry have they been more serious. Certainly, nothing could be more important to you men of the coffee industry.

Recognition of the true nature and character of a problem is the first step to its solution. The challenges fall under the broad headings of production problems and marketing problems. To have economic relevance—to have practical significance—they must be analyzed and evaluated in terms of the probable economic climate which will prevail in the days ahead.

In a sellers' market, obviously the producer is king. But just as obviously, this very dominance sets in motion economic forces which, sooner or later, and more or less disastrously, dethrone the producer and redress the balance of power between production and consumption. This is the oldest and truest lesson of economics, and in no field has it worked out with greater vengeance than in coffee! A perpetual sellers' market is an economic impossibility, just as a perpetual buyers' market is an economic impossibility. All such one-sided markets carry within themselves the seeds of their own destruction.

Now that production has caught up with demand in most lines and a change in business trend seems inevitable, coffee naturally faces a less promising outlook, *regardless of conditions within the industry itself*. It is against this background of a probable over-all deterioration in the economic climate that the problems of coffee must be weighed.

It would be difficult to find an industry in which the producer has more problems. As it takes five to six years for the coffee tree to start producing, the normal agricultural hazards of weather—droughts and frosts—and disease are multiplied. Soil exhaustion becomes a problem as crop rotation cannot be practiced. Insects and disease are a constant threat, as the virtual extinction of the once flourishing coffee production of both Ceylon and Java bears grim testimony.

Labor shifts are an ever-present danger, as the average manual production of only about one pound of coffee from each tree necessitates a vast amount of human energy to produce the more than four billion pounds which are put on



"The coffee industry suffers from the handicap of inability to control the final form of its product... There are infinite possibilities for improving the quality of coffee through better brewing methods in our eating places."

"Increased productivity per tree is the real key to most of the producers' problems. This would reduce the labor and the investment to produce a pound of green coffee . . . The crying need for improved techniques in production is obvious."



Picture: The Grace Log

the world markets each year. The trend toward industrialization, in particular, in most coffee producing countries has seriously reduced the one large low-cost labor supply so vitally necessary to coffee production, since no machinery has as yet been developed that will take the place of manual labor in harvesting and many of the other steps in production. Inflation, which has been rampant in many of the coffee producing countries, has made it even more difficult for producers to secure an adequate labor supply.

The fact that coffee is in a very real sense a five-year crop makes it impossible for the producer to shift production from year to year in accordance with demand, as can be done with most agricultural crops. After the coffee tree reaches bearing age, it must continue to be cultivated regardless of the price of coffee, or the five year, or longer, investment that it represents will be wiped out. In short, once the production cycle starts rolling, it's like the cattle cycle in the United States—there is little the producer can do about it for the short-term, even though prices drop to disastrously low levels. In the same fashion, the time-lag in production causes on upward price swing (when based on real, and not fancied, developments at the producer's end) to take a considerable period of time to run its course. Regardless of economic justification, these wide swings in prices create serious problems at the producer's end. In fact, they are at the bottom of most of the problems of the industry.

Increased productivity per tree is the real key to most of the producers' problems. This would reduce both the labor and the investment to produce a pound of green coffee.

Yields can be greatly increased by modern methods of cultivation and soil conservation. In fact, yields seven times as great as present commercial plantings average have been secured in experimental plantings.

Yields can also be increased by scientific selection and breeding of superior strains of planting stock. In fact, some trees have been developed which produce as much as eight pounds per year.

In view of the extremely low productivity of less than one pound per year of the finished, roasted product from each coffee tree, the crying need for improved techniques in production is obvious. Increased production per tree is of such vital importance to producers that it is hard to understand why so little progress has been made in raising their average.

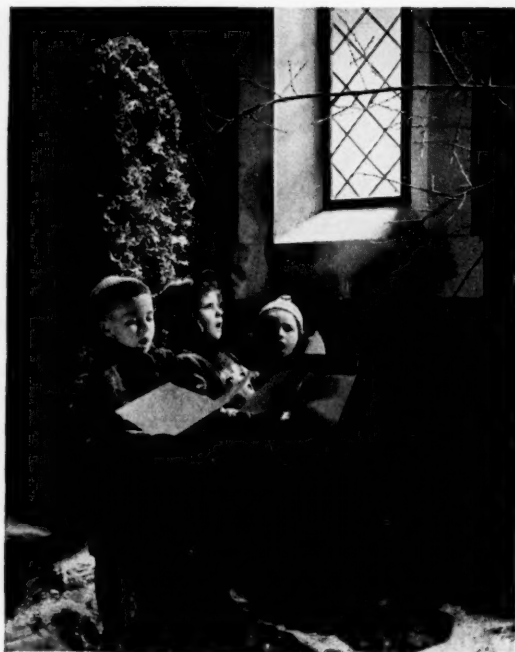
Part of the problems of the coffee industry arise from its basic importance to some of the producing countries. Coffee exports produced one-quarter of Latin America's trade earnings last year, as contrasted with 17 per cent in 1929 and 12 per cent in 1938. Sales to the United States alone amounted to \$1.3 billion and accounted for more than one-third of all dollars earned from trade with this country.

Coffee is even more important to the individual producing countries than these totals indicate. El Salvador depends on coffee for nine-tenths of her export earnings. Colombia and Guatemala derive three-quarters of all export earnings from coffee alone. Brazil derives three-fifths of her export income from coffee, and even Haiti and Nicaragua secure more than half of theirs from the same source.

This importance often leads producing countries to embark on programs which are economically unsound. For example, Brazil as early as 1907 resorted to "valorization" schemes to maintain coffee prices at levels above those dictated by the free market. But the resulting high prices caused even greater output and compounded her difficulties. As the major coffee producer, Brazil felt compelled to take the lead in reducing supplies and in making sacrifices in which, incidentally, the other producing countries did not join.

To be specific, in the thirties, Brazil virtually prohibited new planting and burned 68,000,000 bags of coffee to support her prices. As a result, her share of world coffee output dropped from nearly two-thirds in the 20's to only 48 per cent in 1937 when she abandoned direct price supports. Furthermore, she has regained little of the market that sister Latin American countries acquired at her expense during her

(Continued on page 45)



Holiday Greetings

to all in the coffee industry

Ruffner, McDowell & Burch, Inc.

NEW YORK: 98 Front Street

CHICAGO: 408 W. Grand Ave.

SAN FRANCISCO: 214 Front Street

NEW ORLEANS: 419 Gravier St.

Forbes' first 100 years

Celebrations of half-century anniversaries in the coffee, tea and spice trade are exceptional, but not vastly so. These are old industries, just about as old as the country itself.

Three-quarter century anniversaries are, of course, less frequent. It takes an enormous solidity, along with adaptability, to meet the storms and shifts of 75 years.

Occasion for real celebrations are 100th anniversaries, even in these industries. And just such a centennial was held recently to mark the full century in business of the James H. Forbes Tea & Coffee Co., St. Louis.

James H. Forbes, II, president and treasurer, is the third generation of his family to be in the leadership of the company. A fourth generation is already represented in the firm by David Forbes Orwig, vice president and secretary.

The house of Forbes goes back a long way, to the days when St. Louis was but a small town of little more than 16,000, with no railway connection with the East, although the Pacific Railroad extended West as far as Franklin, Missouri (a distance of 38 miles). It took ten days for a letter to come from Philadelphia, for it was carried to Pittsburgh in saddle bags and from there came down the Ohio and up the Mississippi to its destination.

In those days, sugar was purchased for four cents per pound, lard for eight cents, and coffee for 12 cents. Run-aways held the place of automobile accidents, and the elite went to the theatre at "six and three quarters".

Such was the St. Louis of 1853.

In that year a prominent grocer, David Nicholson, decided to attempt the establishment of a tea and coffee store, departing from the usual custom by roasting coffee with steam power and distributing it so prepared. This was unknown then, for coffee was universally sold green and taken home by the housewife to be roasted in shallow bake pans in her oven.

Equipment was purchased and the Franklin Tea & Coffee House was opened "near Fourth St., a few doors West of Broadway, with steam engine and coffee mills in the window."

Because of the unusual character of the idea, the departure from established custom, and mismanagement as well, the end of a year found the store a failure. The owner decided to sell.

James H. Forbes, who for four years had conducted a retail grocery at 11th & Morgan Streets, believed in the soundness of the idea. He purchased the store.

It is interesting to note that in an early statement to the public, the keynote was: "The increasing amount of patronage with which I have been favored is a satisfactory testimonial to the soundness of the principles upon which the undertaking was founded. Those principles were scrupulous care in selecting those qualities of tea and coffee most suitable for family use, an economical system of management and such moderate charges as can only be guaranteed by a rigid adherence to the system of cash payments."

It was very difficult at first to keep the business from failing, for the whole community had to be converted to this new idea of coffee roasted and ground by the dealer. However, in a fashion, it held its place and even made some



At the St. Louis Coffee Club's centennial party for the James H. Forbes Tea & Coffee Co. Seated (from left) Clarence Irish, Hoosier Coffee Co.; Jack Onken, sales manager, James H. Forbes Tea & Coffee Co.; O. D. Norwine, president, St. Louis Coffee Club; Raymond R. Tucker, Mayor of St. Louis; James H. Forbes II, president, James H. Forbes Tea & Coffee Co.; Jack Holland, toastmaster; F. E. Norwine, retired; Scott DeKin, executive vice president, St. Louis Chamber of Commerce. Standing: August Schmidt, assistant secretary, James H. Forbes Tea & Coffee Co.; John Naumann, Naumann, Gepp & Co., Inc.; Peter Rubinelli, president, Star Coffee Co.; David Forbes Orwig, vice president, James H. Forbes Tea & Coffee Co.; Preston G. Orwig, director, American Youth Foundation; John McKiernan, executive vice president, National Coffee Association; C. William Felton, vice president, Tea Association of the U.S.A.

progress. After a few years, the name was changed to James Forbes, Coffee Merchant.

In 1857, Alexander E. Forbes began to come into the store after school hours, and at the end of his school days entered actively into the business. In 1870 he was made a partner in the firm. In 1878, Robert M. Forbes started at the store, and some years later was also admitted to the partnership.

It was decided in 1880 to discontinue the retail coffee business and from this date the firm took on something of its present character. The firm name was now James H. Forbes. The business was expanding, but in 1890 the founder, James H. Forbes, died, and from that time the business was conducted by his two sons.

In 1893 it was necessary to seek larger quarters and the location was changed to 112 Locust Street. This location was maintained for 17 years, during which time a spice department was added in 1898. It was managed for more than 50 years by the late Frederick E. Stillman.

The firm was incorporated in 1907 as the James H. Forbes Tea & Coffee Co., with Alexander E. Forbes as president and Robert M. Forbes as vice president.

In 1910, being overcrowded, the firm moved to 908 Clark Avenue, occupying a five story building with some 72,000 square feet of floor space, a building which even the most optimistic judged should suffice for years to come.

But each year the business increased, more labor was required, more equipment, more stock, finally more room—and in 1919, only nine years after the occupancy of the original Clark Avenue building, the ground was broken for

(Continued on page 38)

Season's Greetings



SCHAEFER
KLAUSSMANN CO., INC.
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the challenge to coffee in France

By A. J. ARIOUX, President
Federation Nationale du Commerce des Cafés Verts
Paris, France

The French coffee trade is facing many problems, among which the most acute are consumption, quality and the export trade.

Since the end of the war, consumption of coffee has been steadily growing in France, but we have not yet reached the 1938 level. Before the war, the annual average was 3,000,000 bags against 2,650,000 in 1952.

We can assume that larger possibilities are still open. The French population is more numerous than before the war and is still increasing at a rate of 300,000 a year. One can think that an early consumption of 3,500,000 bags of coffee is not impossible.

But, on the other side, there are several reasons for a lower consumption. We have not yet wiped out all the souvenirs of wartime restrictions. For example, many people in country areas are still drinking roasted barley instead of coffee. For the relatively low standard of living of the French, coffee is much more expensive than before the war. Since 1950, there is no more rationing for coffee, but higher prices have certainly induced consumers to curtail the number of cups they are drinking daily.

We must mention the important change which has occurred in the origin of the coffees available in France. Before the war, Brazilian coffee was leading in every section of the country. Today we have at our disposal a greatly increased production from overseas territories. That production consists principally of Robusta coffee which in taste and cup quality are very different from those of Brazilian and Central American coffee. Anyhow, Robusta coffee is now accounting for the biggest part of the supply.

Every effort of the members of the industry aims toward



the increasing of consumption. They are fighting difficult battles to maintain low prices at retail, and at the same time, they are trying to offer stabilized blends. These objectives are very hard to reach simultaneously, since France is so short in foreign currencies and must take the greatest part of its African coffees in one half of the year.

If we follow the recommendation of the government and lower prices, it cannot be attained except with lower quality coffee; then the consumer will, perhaps, not follow us all the way.

If we try to give the consumer better coffee, it is very possible that the increasing consumption will slacken. Moreover, we will meet with chronic disappearance of some foreign coffees from our supply.

There is one of the challenges we are facing. It is a vital test for our trade.

Coffee growers in the French African territories have worked during the last 20 or 30 years to increase production at any cost, and we must acknowledge their success. From a few thousand tons in 1925, the crop has reached the 2,000,000-bag target. This last figure will certainly be exceeded at the end of the current coffee year.

This output will also meet the biggest part of the demand on the French market, as well as the metropolitan and North African markets. Therefore the trade must begin to face the export challenge.

We hope to find efficient help on the part of the growers and exporters, who are now conscious of the necessity of producing larger quantities of a higher standard of quality. The overseas industry is making tremendous efforts in improved equipment. They are already bringing better coffee onto the market. We hope to find more and more foreign consumers for Robustas whose neutral taste is often appreciated by the roaster in the blending.

Coffee plant subject to more than 40 diseases, yearbook says

The coffee plant is subject to more than 40 diseases.

This fact, contrary to some ideas in the coffee trade, is pointed out in the "Yearbook of Agriculture for 1952", in an introduction to an article by Dr. Frederick L. Wellman.

Coffee rust is by all means the most serious disease of coffee, Dr. Wellman points out in the article, "Some Important Diseases of Coffee".

The American leaf spot is recognized as the most serious disease of coffee in the Occident, Dr. Wellman asserts.

An agriculturist and consultant in plant pathology for the Office of Foreign Agriculture Relations of the U. S. Department of Agriculture, Dr. Wellman participated in the mission sponsored by the Point IV program in 1952 to study coffee diseases in all parts of the world.

USDA's 1953 yearbook, which centers on plant disease, is available from Superintendent of Documents, Washington 25, D. C., for \$2.50 a copy.

NCA's 43rd convention

The full story of the 1953 convention of the National Coffee Association—centering on "The Challenge Facing Coffee"—will appear in the next issue of *Coffee & Tea Industries*, formerly *The Spice Mill*.

In the meantime, here are two quick flashes from Boca Raton:

James M. O'Connor, vice president and director of the Jewel Tea Co., has been elected NCA president for the coming year.

The 1954 convention will be held at the Banff Springs Hotel, near Lake Louise, Alberta, Canada, in mid-September.

Merry Christmas



C. A. MACKEY & CO., INC.

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Norway's coffee challenge

By JOHAN JOHANNSSON, Jr., President
Norges Colonialgrossisters Forbund

Coffee has a firm foot in Norwegian everyday life. Without comparison, it is the most popular beverage. Under normal conditions, no other beverage can seriously compete.

Annual prewar consumption was 13.2 pounds per capita, according to statistics.

To believe that any challenge would be facing coffee should therefore seemingly be a little farfetched. But various aspects of the present coffee situation may in the long run be a threat to our traditional coffee habits, and thus affect the solid position of coffee.

The threat may be divided into two main parts, an artificial one and a natural one.

The artificial part, which can be defined as state regulation, was considerably eased by the abandonment of rationing in August, 1952—but it still comprises import regulations and stipulation of import-limit prices. The bilateral exchange of commodities which in the postwar years dominated international trade, has further had the effect that Norwegian imports of coffee has to an increasing degree become dependent on the export of klip-fish.

In an agreement made in 1948 with Brazil, Norway pledged herself to purchase coffee to the value of Brazilian imports of klip-fish from Norway. This agreement proved to be very favorable, since it secured a steady supply of coffee, as well as the klip-fish export. But it also led to less favorable results by limiting the composition of the coffee imports.

In recent years Brazil has accounted for 80 per cent of total Norwegian coffee imports, as against 23 per cent in 1939, and consequently the possibilities of making good quality blends agreeable to the Norwegian taste have vastly diminished.

When, in addition, the price-limits prevent import of really good qualities, it is not surprising that flavor is lacking in most of the coffee served in Norway today.

The natural part of the two-way threat are the problems which have arisen on account of the ever-increasing prices of coffee, which has been threatening Norway's ability to import coffee in sufficient quantities, and has also forced the import of lower qualities than previously. One may mention that in 1948, when the agreement with Brazil was made, the terms of trade were approximately one pound of coffee to one pound of klip-fish, while today it is two pounds of klip-fish to one pound of coffee of lower quality.

Until September 1952, the increasing import prices did not affect the consumers, since coffee was heavily subsidized. Simultaneously with derationing, however, the subsidy was also abandoned and the consumers' price doubled.

The public reacted at once with a drastic reduction in consumption, and although it has since increased, it is today smaller than during the last year of the rationing period.

In the long run, however, prices alone should not be a too serious matter, since the consumers would gradually accustom themselves to the high levels. To a certain extent, they already have.

But when at the same time the quality does not give very much satisfaction, their consumers may gradually begin asking themselves why they are wasting their precious money on a coffee that makes only a poor drink, especially when tea and milk taste better, are of first quality, run much cheaper, and in general are regarded as healthier.

There may be an omen in the fact that tea imports have slightly increased during the last ten months.



the outlook for coffee in Switzerland

By JULES BRAUNSCHWEIG, Braunschweig & Co.
Basle, Switzerland

What is the present situation in the Swiss coffee industry and what is the outlook for the immediate future?

As far as quantity is concerned, large fluctuations in the yearly consumption of 300,000 to 350,000 bags of coffee, about 9.4 pounds per head, are unlikely to occur in the near future in view of the sound economic position of the population.

On the other hand, the increasing use, especially in restaurants and other eating places, of qualitatively inferior coffee as well as fillers and substitutes, is cause for much headache.

From ancient times, coffee used to be the "golden vein" of the provisions trade. The coffee-man was proud to sell



his coffee. He would spend hours testing coffee samples in order to produce the best blends for his customers. He was indeed looked on as a sort of miracle-doctor who would as soon give away the secret of his blends as the perfume manufacturer would today betray the ingredients of the

(Continued on page 39)

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Solubles

Army running large-scale tests to see how soldiers like soluble coffee

To see whether or not soldiers would like instant coffee, the Army is conducting tests at four camps, the Department of the Army, Washington, D. C., has announced.

Beginning December 1st, and for about six months, about 100,000 troops will be served the soluble coffee.

The Army has already procured the soluble coffee on formal competitive bids in the U. S. Formerly, soluble coffee was used only for rations.

Tests for troop reaction will be made at the mess halls in four big camps—Fort Niagara, N. Y.; Fort Dix, N. J.; Camp Kilmer, N. J., and Fort Devens, Mass.

About 100,000 soldiers at the four bases will get daily servings of the soluble coffee. There won't be any choice. No other kind will be served.

The Quartermaster Corps claims use of soluble coffee instead of roasted and ground coffee "would bring substantial savings"; that the smaller weight and bulk would mean lower transportation and storage costs.

Soluble coffee put on sale in Brazil; coffee men uneasy

Soluble coffee has come to Brazil but with some misgivings among the coffee trade.

The Nestle Co. recently placed on sale its instant coffee preparation, Nescafe. Another firm is reportedly preparing a plant in Belo Horizonte for instant coffee production.

The powdered coffee has come despite the objections of the Rio Coffee Roasters syndicate. It formally declared to the Brazilian commercial association that the instant coffee industry would not be to the "best interests" of Brazil.

Brazilian growers have expressed the fear that the allegedly greater economy resulting from the use of instant coffee would mean a decline in demand.

Another fear expressed is that instant coffee may be made from a tree which will grow in more temperate zones. This, the growers say, could mean that Brazil could lose its position as the world's No. 1 coffee producer.

New coffee concentrate for national distribution developed by Dr. Heyman

Dr. W. A. Heyman, president of the Heyman Process Corp., has announced the availability for national distribution of his newly improved "Quality Control Coffee Concentrate" covered by Patent No. 2620276.

This concentrate combines higher flavor concentration and true coffee flavor without the use of preservatives, and is manufactured especially for soft drink bottlers, extract manufacturers, fountains and vending machines, confectioners, ice cream and dairies and bakers, Dr. Heyman said.

He declared the concentrate will not spoil at any temperature in storage. Because of its strength, it can be used more economically by manufacturers for all coffee flavoring, he said.

Another new feature is the complete absence of foam-

ing, achieved through many years of research and testing under varying temperatures, he added.

Dr. Heyman is well known for the work he did on soluble coffee for the U. S. Quartermaster in World War II. The Heyman Process Corp. received a Certificate of Appreciation for this service.

The offices and laboratories of the firm recently moved to larger quarters at 2954 Fulton Street, Brooklyn, N. Y.

The Heyman Process Corp. is also exhibiting a new carbonated coffee beverage at the International Beverage Exposition in Chicago.

Instant Maxwell House zooms to top in Illinois

A drastic gain in popularity for Instant Maxwell House Coffee is revealed by the eighth annual Illinois Consumer Analysis, made in 29 daily newspaper markets.

Instant Maxwell House was in sixth place in the 1952 Illinois Consumer Analysis, with 4.4 per cent of the families purchasing instant coffee, but in 1953 it is in first place with 31.0 per cent consumer preference.

Maxwell House has run on a tremendous advertising and promotion campaign in the Illinois markets in the past year.

Nescafe is second in preference, with 19.5 per cent, Borden's ranked 3rd with 15.6 per cent and Chase and Sanborn is in fourth spot with 12.4 per cent. There are 14 different brands of instant coffee listed in the 1953 survey, as well as miscellaneous brands with under 1.0 per cent usership.

The proportion of families buying any brand of instant coffee has increased from 21.1 per cent for 1952 to 25.0 per cent for 1953.

Instant coffee with aroma?

This corner has noted some staggering claims for instant coffee *taste* . . . including the climax-capper that a certain instant tasted better than any ground coffee, guaranteed!

Here's another entry for your notebook, from a recent Instant Chase & Sanborn ad:

"Thanks to a revolutionary new 'Natural Flavor' process this grand new instant brings you the rich, full flavor . . . the mouthwatering aroma of coffee freshly ground."

Trade Roast

By DOUGLAS WOOD



"Look, George, all you have to do is SAY you don't care for the cup quality . . ."



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415-17 Gravier St. New Orleans 12, La.

Coffee for export will reach postwar high in 1953-54, USDA says

Coffee available for export by producing nations will reach 32,135,000 bags—a postwar record—for the year 1953-54, the U. S. Department of Agriculture predicts.

World production is estimated at 40,569,000 bags, about a million bags under the prewar average.

Brazil continues to be far and away the big producer, with a crop coming in calculated by U. S. D. A. at 19,600,000 bags. Colombia, the next largest coffee-growing country, will have about 5,650,000 bags.

The Commerce Department reported that the U. S. increased its imports in the first six months of this year—especially from Colombia and Venezuela. But imports from Brazil dropped sharply.

"The drop in imports of coffee from Brazil," said a six-months trade survey by the department, "was partly due to the holding off of sales by Brazilian traders in the hope of higher prices. In recent months, however, coffee shipments from Brazil have turned upward."

Brazil is expected to have 15,600,000 bags available for export this year, as against 15,821,000 in 1952, according to U. S. D. A.

The Agriculture Department said that bigger crops are expected this year from all areas except North America, where there were some record crops last year. North American production remains above average.

Costa Rica and Honduras expect a slight increase in exports during the current season, U. S. D. A. said.

Mexico's exportable production, estimated at more than 1,000,000 bags, is less than the record shipments of about 1,200,000 in 1952-53. The United States continues to be the principal market for Mexican coffee.

Ethiopia's 1953-54 coffee production, forecast at 570,000 bags, is 24 per cent below the bumper crop of last season but is well above average. Exports in December-June 1952-53 were considerably larger than in the corresponding months of the preceding season.

Guatemala's INFOP in coffee buying pact

The official government banking agency, Instituto de Fomento de la Produccion (INFOP), has agreed to purchase all coffee grown by peasants receiving coffee producing lands under Guatemala's Agrarian Reform Law at seven dollars per 100 pounds "in cherry." "In cherry" coffee is harvested but not processed.

Coffee experts estimate that generally 100 pounds of coffee "oro," that is, ready for export, takes an average of 500 to 550 pounds of coffee "in cherry."

On the basis of the seven dollar offer by INFOP, Oficina Central de Cafe spokesmen estimate that the ultimate cost, including taxes, F.O.B. a Guatemala port, to INFOP will be approximately \$55.00 per 100 pounds, which they describe as "high". They see the government agency suffering substantial losses in the efforts to finance the new producers.

All coffee producing lands being distributed by the government to landless peasants in small parcels are former German coffee plantations broken up after being expropriated and nationalized by Guatemala in lieu of World War II war damage claims against Germany.

To all our friends
A VERY MERRY CHRISTMAS
and
A SUCCESSFUL NEW YEAR



THE GREAT ATLANTIC & PACIFIC TEA CO.

Represented in

BRAZIL and COLOMBIA by the AMERICAN COFFEE CORP.

Brazil's coffee carryover to be less than 1,000,000 bags, says Institute president

The coffee outlook in Brazil was pictured last month by Joao Pacheco Chaves, president of the Brazilian Coffee Institute, who was in the United States to attend the convention of the National Coffee Association and to visit the New York offices of the organization.

Mr. Chaves said Brazil will have a coffee carryover on June 30th, 1954, the end of the crop year, of less than 1,000,000 bags.

On October 31st supplies for export were 10,600,000 bags, including 4,500,000 to come from the interior of Brazil, Mr. Chaves explained.

With monthly exports and port movement for consumption amounting to an estimated average of 1,250,000 bags currently, 10,000,000 bags will go into consumption channels by June 30th, leaving only 600,000 bags, Mr. Chaves estimated.

The small carryover and another crop coming up that will not be any larger, if as large, as the 14,150,000 bags this year, spotlights the prospect of a continued tight statistical supply balance in June, 1955, Mr. Chaves indicated.

The situation is such now, he explained, that an automatic limit through trade agreements and currency regulations in Brazil is being imposed on shipments of coffee to Europe.

The Brazil crop now on the trees, which will be marketed in the crop year starting July 1st, next, was severely damaged by the frost over the July 4th week-end. The extent of the damage still has not been ascertained.

Brazil is seeking to expand output, Mr. Chaves added, by modernizing farming methods, opening up new coffee lands, renewing the soil at old plantations, and instituting widespread mechanization.

Brazilian coffee is expected to give better yields and taste better as a result of experiments carried out at Campinas, Mr. Chaves said.

PACB begins public relations program for coffee in Canada

The Pan-American Coffee Bureau is beginning a public relations program in Canada designed to promote coffee consumption in that country.

This move was announced by Edwin B. Dexter, director of public relations for PACB, at the recent convention of the Tea and Coffee Association of Canada.

Mr. Dexter said that special emphasis will be placed upon the social aspects and benefits of coffee-drinking, as well as the importance of proper brewing methods for consumer satisfaction.

Mr. Dexter also announced that Philippe Hurteau & Co., of Montreal, has been retained as public relations counsel to carry on a bilingual program for PACB in Canada.

Chevy Chase trademark assigned

The office of the Texas secretary of state, Austin, has assigned the trademark, "CHEVY CHASE", to Southwest Coffee & Spices, Ltd., McLennan County, Texas.

The Pick of Our Good Wishes

to our friends in the coffee trade



**A Merry Christmas
and
A Happy New Year**

FAIRCHILD & BOLTE

**91 FRONT STREET
NEW YORK**

On the menu

developments among public feeding outlets

New Mexico pools state coffee buying

Coffee packers, like most folks, have a tendency to think there are greener fields on the other side of the fence. But a report in the Albuquerque, New Mexico, Journal, will put that state beyond such yearnings.

The Albuquerque Journal points up strange coffee doings, not only in state institutions but in groceries on weekends.

When you see the prices quoted, bear in mind the report isn't a couple of years old. It appeared in the New Mexico paper in mid-September, 1953. Here are highlights:

"The state has lumped together its *coffee* purchases and figures to pay about the same price per pound as it did last year although general prices are up about ten cents a pound for the housewife.

"State Purchasing Agent H. F. Scott said he has awarded the coffee bid to the Denison Coffee Co. of Albuquerque. Eight state institutions will receive their coffee under the new contract.

The prices per pound for the institutions ran 77 cents and 79 cents a pound, depending on delivery point. State prison, which alone of the institutions gets Grade 2 coffee, will pay 66 cents a pound.

"Some Albuquerque housewives may wonder why the state is paying around a dime a pound more than they are on weekends in Albuquerque groceries. Scott said the 69-

cent-a-pound Albuquerque price is the result of a "coffee war" now raging in Albuquerque.

"As for possible complaints from convicts at the state prison, who are getting Grade 2, the purchasing agent's office remarked that New Mexico prisoners get about the highest grade coffee offered in any prison in the nation.

"The Denison firm, in a recent letter to the purchasing agent, suggested a method by which the state could further cut its coffee costs—adding a little chicory to the pure product.

"The firm stated that it believed a gradual addition of chicory would not be as noticeable as the lowering of grade, which would save a dime a pound. By slowly adding chicory to the product, few drinkers would know their coffee isn't the real McCoy."

Any ideas on solving the coffee-sipper problem?

A recent issue of Restaurant Management posed the problem of the coffee sipper in restaurants.

It's a problem for the coffee packer, too, and if you have any ideas about it, let's pass them on.

Here's how Restaurant Management put it:

"Many a restaurant operator has pondered the question of what to do about between-meal coffee sippers. They come in, order a cup of coffee, and sit for half an hour or more. Of course, you can't make money on such a customer—especially if you are charging ten cents or less per cup. You have to sell him something else in order to get by.

"One midwestern operator we know is considering establishing a 25 cent minimum check between meals. An-

Greetings

With sincere appreciation for your good will
and best wishes for your happiness
this Holiday Season



LEON TAFFAE CO., INC.

COFFEE IMPORTERS

106 FRONT STREET

NEW YORK 5, N. Y.

other says he is going to have his waitresses offer these people a tray of sweet rolls in the morning hours and dessert pastries in the afternoons.

"These between-meal coffee sippers are sometimes good mealtime customers, too. You can't afford to offend them or drive their business away. Most operators have discontinued serving a second cup free to this type of trade. What to do about them is a real problem. If you have an answer we would like to know about it—and so would our readers."

"Pied Piper" lures coffee customers

The Pied Piper of Hamlin had nothing on Robert Vaughn, who operates the "Coffee Stop" on U. S. Route 24, near Independence, Mo.

Bob just climbs on his motorcycle, rides down the highway, gathers up his customers and leads them back to his restaurant.

Sales during the past six months have increased 20 per cent over the same period last year.

Bob always wears his chef's cap and his advertising uniform.

This isn't his only stunt. He had a triangle dinner bell put up in front of his restaurant. At 11:30 one day he started banging on the bell and waving at travelers. By noon his waitresses told him to stop banging and come in and serve all the hungry customers.

S. Blickman, Inc., stated that all of the coffee urns which the company has supplied to the military departments of the U. S. government were ordered with stainless steel liners.

Announces glass coffee maker conversion set

To give operators an opportunity to save 20 per cent on the cost of their glass coffee maker bowls, the Hill-Shaw Co., makers of the Vaculator Waldorf, have reintroduced their conversion set to the trade.

In announcing this converter package, Hill-Shaw stated that the Waldorf bowl costs the operator less because it's blown on automatic machines. The lower cost is only one advantage, because the machine, it is claimed, blows a more uniform bowl, eliminating the thick and thin spots often found in hand-blown bowls.

The change from a hand-blown to a machine-made bowl is not costly, says the company. The conversion set consists of the Waldorf bowl with the pistol grip Hand-tite handle attached and with the "magic seal" bushing to use on practically any metal or glass upper bowl.

Blickman names factory representatives

S. Blickman, Inc., Weehawken, N. J., manufacturers of coffee urns, have appointed Duffield & Caudle as factory representatives. The firm will cover the states of Arkansas, Tennessee, Alabama, Louisiana, Mississippi and Pensacola, Florida. They will call on Blickman dealers.

C. L. Duffield will make his headquarters in New Orleans. John C. Caudle will work out of the firm's Memphis office.

Steak knives in Caswell promotion

Sheffield steel steak knives have been offered by the Geo. W. Caswell Co., San Francisco, for 50 cents and two inches from a Caswell coffee winding band for each knife.

DECEMBER, 1953



**Best Wishes
for
Christmas
and the
New Year**

ARNOLD, DORR & CO., INC.
105 FRONT STREET
NEW YORK

**Season's
Greetings**

TO ALL OUR
COFFEE FRIENDS



FELIX J. VACCARO
305 Magazine St., New Orleans, La.

Aborn's Coffee firm bought by Martinson's; Ed Aborn becomes head of Tenco, Inc.

The postwar shift in the line-up of coffee roasters is continuing. Latest—and most surprising—of the changes is the announcement of the sale of the Aborn Coffee business to Jos. Martinson & Co., Inc.

Edward Aborn, president of Arnold & Aborn, Inc., and Joseph B. Martinson, Jr., president of Jos. Martinson & Co., Inc., made the announcement jointly. They said the change would be effective as of January 1st, 1954.

All Aborn products will be processed and packed by Aborn's Coffee Corp., a newly formed Martinson subsidiary with administrative and sales offices at 371 Greenwich Street, New York 13, N. Y.

Mr. Aborn, who just completed his second term as president of the National Coffee Association, will become active president of Tenco, Inc., a soluble coffee manufacturing company made up of ten cooperating regional roasters.

Tenco, Inc., has leased the entire Arnold & Aborn plant at Linden, N. J. Tenco's soluble coffee plant and the Aborn building are adjoining.

The can and bag packaging equipment in the Aborn plant are being moved to the Martinson factory in New York City.

The Aborn operations will be maintained as an independent business, it was indicated. Aborn standards of quality and blends will be continued in the new set-up, it was explained.

Aborn personnel, including most of the top executives and the sales staff, will stay on with the new Aborn's Coffee Corp.

Going along with the move are Ed Downs and also Al Hall, restaurant sales manager. Waring Peabody will continue to assist Mr. Aborn in the new Tenco post.

Coffee in half-pound vacuum can promoted by La Touraine

Its low unit cost makes the one-half pound vacuum can a fast seller.

That's the message being placed before grocers by La Touraine Coffee in advertising in the New England Grocery and Market Magazine.

But the ad asks grocers to "remember, too, the always popular one pound La Touraine vacuum can assures you steady turnover and sale."

Norfolk invites coffee plants

Two national grocery store chains will soon have to establish coffee roasting facilities in the Southeast, and the Norfolk Port Authority will seek to induce them to set up the plants in Richmond and Roanoke.

This was announced at a conference of terminal operators and others interested in coffee movements held in Norfolk, according to The Associated Press.

J. E. Jewell, general manager of the Norfolk Port Authority, was quoted as saying that more coffee-roasting plants in Virginia would lead to more imports of coffee for Norfolk. Adequate storage space is available for the commodity, it was said.

The two grocery chains were not identified in the report.

SANTOS ★ ★ PARANAGUA ★ ★ RIO ★ ★ ANGRA DOS REIS ★ ★ VICTORIA

ANDERSON, CLAYTON & CIA., LTDA.

extend best wishes for a

Merry Christmas

and

A Happy New Year

to their friends in the Coffee Trade

C. A. MACKEY & CO., INC.
111 Wall Street
New York 5, N. Y.

S. F. PELLAS CO.
203 California St.
San Francisco 11, Cal.

C. A. MACKEY & CO., INC.
401 Magazine Street
New Orleans 12, La.



**"Tex" Cook named Maxwell House assistant
general manager, Miss Hughes in new post**

Appointment of C. W. "Tex" Cook to the new position of assistant general manager of the General Foods Maxwell House Division was announced by J. K. Evans, division general manager. Mr. Cook was formerly Maxwell House sales and advertising manager.

In his new capacity, he will direct all division marketing functions, supervise traffic and coordinate activities of the Maxwell House research and development programs.

Helen A. Hughes has been appointed to the new position of coordinator of sales planning in the newly-created Maxwell House sales department of General Foods, it was announced by Paul McGowan, national sales manager. Miss Hughes was formerly a product manager in the Maxwell House Division.

Mr. Cook joined General Foods in 1942 as chief engineer, and in succeeding years he held manufacturing, engineering and production posts in several different divisions of the company. He became product manager for Instant Maxwell House in 1951 and was appointed division sales and advertising manager in 1952.

Prior to joining General Foods, he was associated with Procter & Gamble.

In her new capacity Miss Hughes will serve primarily as liaison between the Maxwell House sales department and marketing areas. The sales department was established to serve the nation's retail and wholesale grocers and institution operators with regular and instant Maxwell House and Sanka coffees, as well as other General Foods coffees.

Miss Hughes joined General Foods in 1927, and has held various positions in its Maxwell House unit since 1941.

Koenig named to Maxwell House post

Arthur L. Koenig has been named assistant plant manager of the Maxwell House Coffee plant in Hoboken, N. J., it was announced by J. K. Evans, general manager of the Maxwell House Division of General Foods.

Mr. Koenig succeeds G. A. Tessier, who was recently appointed manager of the division's San Leandro, Calif., plant.

Mr. Koenig joined General Foods in 1940 as an engineer in the company's headquarters engineering department. From 1944 to 1948, he served as plant engineer for the Maxwell House Hoboken plant. Most recently he has been supervisor of project engineers in the General Foods manufacturing and engineering department. He will assume his new position on January 1st, 1954.

A graduate of Brooklyn Polytechnic Institute, Mr. Koenig is married and lives in Ridgewood, N. J.

New coffee tree nursery

A 90,000 tree nursery is being established by the National Coffee Commission, headed by Juan Rebolledo Clement, at Huatusco, Vera Cruz State.



"Tex" Cook

**Merry
Christmas
and a
Happy
New Year**

Wm. Hosmer Bennett & Son
100 Front Street New York, N. Y.

**Seasons'
Greetings
to
All**



S. A. SCHONBRUNN & CO., INC.

COFFEES AND TEAS

77-83 Water Street

New York, N. Y.

Crops and countries

coffee news from producing areas

Sao Paulo coffee financing increased

The Bank of Brazil has decided to increase the financing of coffee in the interior of the State of Sao Paulo to 1,100 cruzeiros per bag of 60 kilos, and in Santos to 1,200 cruzeiros.

Financing previously was effected at 900 cruzeiros in Sao Paulo and 1,000 in Santos.

The measure is designed to increase economic resources available to coffee growers and traders.

Brazil to export more coffee to Germany

More coffee will be exported by Brazil to West Germany under new agreements signed by the two countries recently.

The principal item to be exported from Brazil in larger quantities is coffee, which is increased from \$30,000,000 annually to \$65,000,000.

Germany also placed coffee imports under quota on the basis of imports from Brazil of 100 units for each 30 units imported from Central America and each 40 units imported from Colombia.

Santa Catarina to cultivate coffee

Measures now being planned by the Brazilian Coffee Institute may lead to extensive cultivation of coffee in the Southern state of Santa Catarina, hitherto chiefly famed for its vast pine forests and highly developed lumber industry.

Walter Lazarini, head of the Institute's São Paulo office, who recently made a trip to the state to investigate possibilities, reported prospects are satisfactory.

Santos coffee shipments

Coffee shipped from the port of Santos in the first half of 1953 amounted to 3,441,249 bags, it is reported by Octavio Veiga, Santos correspondent of Coffee & Tea Industries, formerly The Spice Mill.

See smaller El Salvador crop

The Salvadorean Coffee Growers Association expects the 1953-54 crop to be from 25 to 30 per cent less than for the previous crop year, Ernesto Dreiss, manager of the organization, has predicted.

The report confirms an earlier survey made by the Ministry of Economy.

Mr. Dreiss said prospects for the new crop were a little over 800,000 bags (69 kilos each).

The ministry said irregular weather conditions were a major factor in the predicted 30 per cent drop.

In some areas in El Salvador rains have been over-abundant and in other places tardy.

Cuba to use entire 1953-54 crop

Cuba's entire 1953-54 coffee crop will be allocated to the domestic market, according to a recent Presidential decree.

The Agricultural and Industrial Development Bank (BANFAIC) has been authorized to make loans and buy coffee from the new crop to "sustain prices." Maximum and minimum prices have been set to protect the consumer

***To all in the coffee trade we
extend heartiest greetings for
Christmas and The New Year***



Compañía Salvadoreña de Café, S. A.

— SAN SALVADOR-EL SALVADOR —

CENTRO AMERICA

and at the same time assure growers of a fair price.

Cuba, which before World War II, had a small amount of coffee available for export, has been unable to cover its coffee needs with consumption now at some 70,000 bags a month. It has since had to import coffee to meet demand.

Coffee planter inaugurated as new Costa Rica president

Jose Figueres, an American-educated coffee planter, was inaugurated as president of Costa Rica recently, succeeding Otilio Ulata Blanco.

In his inaugural address Mr. Figueres called for gradual transfer to "local entities" of large foreign-owned enterprises.

Ethiopia puts surtax on new coffee exports

A temporary surtax of Ethiopian dollars (approximately US\$24) a metric ton has been established on Ethiopian exports of coffee from the current crop.

This surtax is in addition to the regular export duty of 200 Ethiopian dollars a ton (approximately \$80).

The government also announced that during the period August 3 to October 15, 1953, a minimum of 40 per cent of Ethiopian coffee exports must be sold for dollars.

Shortly before the new surtax was announced the government had issued an official order establishing an export surtax leviable on a sliding scale on the basis of weekly price quotations on the New York Coffee Exchange for Santos No. 4, f.o.b. New York.

Ethiopian merchants objected to the measure, asserting that variable rates would handicap their operations. The government therefore replaced the sliding surtax by a temporary fixed surtax, to remain in effect until the start of the new coffee season, beginning about December 1st.

At that time new regulations for coffee export taxes are expected to be issued.

The minimum of 40 per cent fixed for coffee dollar sales represents a reduction from the previous minimum of 60 per cent officially specified early in 1953. Prior to this year, all coffee exports had to be sold against dollars.

The action reducing the minimum requirement for dollar sales is not expected to change the trade pattern. The United States currently purchases at least three-fourths of Ethiopia's total coffee exports.

Coffee industry thriving in Jamaica

A recent issue of *The Farmer*, the Journal of the Jamaica Agricultural Society, reported that under the guidance of the Coffee Industry Board the Jamaica coffee industry "was thriving and would, before many years have passed, have regained its position as one of the major agricultural interests of the island."

During the past six months definite steps had been taken in organizational work and in erecting "pulperies" in suitable areas. Expenditure and commitments amounted to nearly £120,000.

Production of 1952-53 was estimated at 2,500 tons, with 1,500 tons for export, while it was anticipated that in the next five or six years the amount for export would be not less than 4,500 tons.

The World Bank Mission's suggested coffee target for Jamaica was 22,000 acres in the next ten years.

Greetings of the Season



TITO ABBO JR. & HNOS.

Coffee Exporters

MARACAIBO, VENEZUELA

CUCUTA, COLOMBIA

Christmas Greetings and Best Wishes For a Happy and Successful New Year



RUIZ, TORO & CIA.

Exportadores de Cafe

"BOLOMBOLO MEDELLIN EXCELSO"

Medellin — Colombia

Apartado Aereo 796

Telegrafo "Ruiztoro"

Marketing

advertising . . . merchandising . . . promotion

Grocer boosts business with coffee breaks for store customers

This supermarket makes money out of coffee by giving it away—via coffee breaks.

When 30-year-old Lewis Holloway opened the third Jitney Jungle market operated by his family in Tulsa, Oklahoma, early this year, visitors found a coffee bar among the features. To their surprise, it outlasted opening day hospitality gesture. Mr. Holloway had long felt that business would prosper if customers could be more relaxed while shopping.

So his plans for the new store at 4997 Peoria Avenue included a 12-foot bar in a corner of the store, fronting on a double-width aisle and without stools, at which patrons could take a coffee break—any time.

During the first few days, some people thought they would be asked to pay for the beverage and warily stepped past the coffee bar. By now, however, it's an accepted and popular service.

"Too many people try to go out into public without their morning coffee," explained Mr. Holloway. "As a result, their dispositions suffer. A cup of coffee makes them relax and feel that the world isn't such a bad place after all."

While there are no figures to show how much additional business the coffee has brought in, since the coffee bar opened when the store did, Mr. Holloway cites individual instances to show how an invigorating cup of coffee turns a dour shopper into a cheerful, satisfied customer. He's watched women—and men, too—wheeling their carts toward the check-out counter, stop, backtrack to the coffee bar, and then travel anew through the shelves to shop for more items.

Men find the coffee bar as appealing as women do, judging from their attention to it.

Mr. Holloway estimates that the coffee bar costs \$55 to \$65 a week to operate, and thinks the sales results make it well worth while.

Open for 12 to 14 hours a day, during all store hours, the bar uses seven to ten pounds of coffee a day. During the three-day opening festival, 33 pounds were used.

Coffee is made in a five-gallon urn, and then poured into glass coffee servers on hot plates. One girl is assigned to the counter.

Mr. Holloway has found it unnecessary to furnish the coffee a good deal of the time. Salesmen for some of the coffee brands have requested the privilege of furnishing the day's quota on certain days of the week. When that is done, a sign is hung which reads: "We are serving . . . brand of coffee." Mr. Holloway says that on those days sales of that brand of coffee are doubled.

Employees are enabled to take their coffee break at the bar, and some of the customers drop in for a cup of coffee when passing the store—then come back later to do the shopping. Goodwill brings them back, Mr. Holloway feels.

Season's Greetings



Central Laboratory and Experiment Station at Garnica (Xalapa, Veracruz)

to the
coffee trade
in the
United States

NATIONAL COFFEE COMMISSION of MEXICO

Guanajuato No. 244, Mexico 7, D.F.

120 Wall Street, New York 5, N. Y.

Member: Pan-American Coffee Bureau

Federacion Cafetalera Centro-America—Mexico—El Caribe

Hills Bros. Coffee, Instant Maxwell House lead in 17 market survey

Hills Bros. Coffee was first in product use in six markets, Instant Maxwell House Coffee in 12 markets, according to a consolidated consumer survey of product trends conducted by leading newspapers in seventeen cities.

The markets are Portland, Me., Washington, D. C., Columbus, Cincinnati, Indianapolis, Milwaukee, St. Paul, Duluth-Superior, Omaha, Salt Lake City, Seattle, Long Beach, Calif., Sacramento, Fresno, Modesto, San Jose, Calif., and Honolulu.

Hills Bros. was listed as first in product use in six of these markets, Maxwell House in three, Folger's in three, and the A&P brands, Wilkins, Butter-Nut and Arco in one market each.

In the soluble field, Borden's trailed Instant Maxwell House with firsts in three markets. Nescafe was first in one.

The report, published as the Consolidated Consumer Analysis for 1953, gives not only the position of the leaders but brand percentages.

It was developed from individual consumer analysis surveys made by cooperating newspapers in the seventeen markets.

Copies are available from these consumer analysis newspapers.

Students plan to operate coffee firm as Junior Achievement project

Roasters trying to cope with the problems of doing business under today's conditions will probably feel that 25 Denver high school students will be sadder but wiser in the near future.

The students are gaining practical experience in capitalizing a company, selling merchandise and making a profit through membership in the Continental Coffee Co., a Junior Achievement project.

Junior Achievement companies are sponsored by businessmen on a nationwide scale. Sponsor of the Denver coffee company is Continental Air Lines, which provides two advisers for the high school students.

"The members organized this fall and are now selling 200 shares of stock to raise their operating capital of \$100," according to Miss Mike Dalton, sales and production adviser from the airline. "Almost all the shares have been sold."

"After the students raise their operating capital, they will sell packaged coffee at retail prices," Miss Dalton said. "They also plan to do some catering for meetings and parties this year."

Membership in the Continental Coffee Co. and other Junior Achievement projects is open to all high school students. The group is organized for the school year, paying dividends to stockholders in the spring.

Mexico cuts export tax on roasted coffee

Roasted, ground and packed coffee and coffee extracts and vanilla are now 80 per cent exempt from the 15 per cent additional ad valorem export tax, President Adolfo Ruiz Cortines has decreed, it is reported by Douglas Grahame.

DECEMBER, 1953



Holiday Greetings

To one and all

**DE HOPE GOLDSCHMIDT
CORPORATION**

91 Wall Street

New York 5, N. Y.



Christmas Greetings

*Best Wishes
for the New Year*

JUAN E. MARTINEZ SUCS. S. DE R. L.

F. I. Madero #54

Jalapa, Ver., México.

Premiums

Regional packers using tumblers as premium-type containers for tea

Tea containers reusable as tumblers are being featured this summer by regional packers.

Albert Ehlers, Inc., Brooklyn, N. Y., packers operating in an approximate 100-mile radius of New York City, has put on the market a decorated tumbler containing 24 tea bags.

French Market Tea, New Orleans, is being sold in 16-ounce glasses with strawberry decorations.

Ehlers adopted its tall, polka-dot tumbler as a summer item "that will sell itself." For this reason the firm is not scheduling any ad or promotional backing.

The tumbler containing the two-dozen tea bags sells for about 39 cents retail and comes in three different color designs—red dots, black dots, and blue dots, each on a clear glass background.

The marketing of colored glass is also anticipated, according to Edwin Ehlers, vice president.

The only brand and product identification appears on the cap, leaving the tumbler itself free from any commercial adjunct. A label that would have to be scrapped off by the housewife would lend a cheapening effect, Mr. Ehlers said.

The Ehlers executive also pointed out some of the ad-

vantages of the new tumblers supplied by the Anchor Hocking Glass Corp., Lancaster, Ohio. He compared them from the manufacturer-user's point of view to less costly tumblers of the jelly-jar type previously used by Ehlers. While the old tumblers containing 15 tea bags and selling for about 23 cents provided no profit for either the manufacturer or the dealer, the new ones do, Mr. Ehlers said.

And, he added, the housewife is willing to pay the price.

Two-cup coffee measure offered as free premium by Hills Bros.

A plastic measure which holds the correct amount of coffee for making two cups has been offered by Hills Bros. Coffee, Inc., as a premium promotion in California, Michigan and northern Ohio.

The measure has been distributed inside Hills Bros. Coffee cans—half pound, one pound and two pound sizes.

The offer was promoted through newspapers, radio, TV and full pages in food trade publications. About 120 newspapers in the three states ran 1,000 and 1,500-line ads in black and white and black and red.

Radio and TV spots were used concurrently.

Business papers used were the *California Grocers Advocate*, *Commercial Bulletin*, *Grocers Spotlight*, *Michigan Food News*, *Pacific Coast Review* and *Southern California Grocers Journal*.

The theory behind the campaign, according to Hills Bros., is that once a customer learns how to make a good cup of coffee the better flavor will become associated with

Christmas Greetings

and

Best Wishes for the New Year

Delta Line

MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

New York — 17 Battery Place
St. Louis — 411 North 7th St.

Chicago — 140 S. Clark St.
Washington, D. C. — 1625 "K" St., N. W.

that brand. The measure is said to displace about half a teaspoon of coffee in the can, but there is enough extra space in the can to avoid short-weighting customers, it was reported.

N. W. Ayer & Son is the agency.

Folger's offers ball-point pen premium

J. A. Folger & Co., San Francisco, recently ran a six-week premium offer promotion. Purchasers of either the regular coffee or the new instant coffee are offered a \$1.69 ball point pen for 25 cents with the band from a tin or the instant jar label.

Point-of-purchase material included three-color store banners and folding can cards. Black and white ads were run in *Everywoman's Magazine*, *Sunset Magazine* and *Western Family*. Radio spots were used on KFI, Los Angeles; KOMO, Seattle; KOIN, Portland; KJBS, San Francisco, and KALL, Salt Lake City. Raymond R. Morgan Co., San Francisco, is the agency.

Uses coffee to promote tea

To promote sales of Holland House Tea, the Eppens, Smith Co., Inc., Long Island City, N. Y., used two of the tea bags in an envelope as a premium.

The premium was attached to containers of Holland House Coffee.

Nescafe, Aunt Jemima join in coupon offer

Nescafe and Aunt Jemima pancake mix joined recently in a coupon promotion, opening with a four-color page in *Parade*. A 15 cent or 25 cent coupon, depending on the size, was inside every box of Aunt Jemima, good toward the purchase of Nescafe instant coffee.

Additional advertising was scheduled for *This Week Magazine*, *Family Circle* and *Woman's Day*.

Price, Robinson & Frank, Chicago, was placing the schedule.

"Measure Seal" fits coffee cans

A "Measure Seal" to fit standard coffee cans has been announced by Greene Laboratories, Great Neck, L. I., N. Y.

The device, made of polyethylene, is fitted onto the can in place of the cover. It is said to act as an air-tight seal and a safeguard against accidental spillage and waste.

A measuring cup fits onto the opening in the device for dispensing the ground coffee.

Coffee study on Robustas, Angolas

prepared by Joao Ildefonso Bordallo

A detailed study of Portugal as a consumer and seller of Robusta coffee has been prepared by Joao Ildefonso Bordallo, of Lisbon.

Mr. Bordallo developed the report at the request of Portuguese importers and sellers of coffee, for presentation to the country's Ministry of Economics.

In addition to examining Portugal in the Robusta picture in relation to other sources of the coffee, he discussed the merits of expanding current exports of Angola coffee to European markets.

The report was accompanied by maps pertinent to the study of these coffee problems.

DECEMBER, 1953



BALZAC BROS. & COMPANY, INC.

Coffee Importers

96 Wall Street, New York

Season's Greetings
and
Best Wishes
for the
New Year

B. C. IRELAND, INC.

227 Front Street

San Francisco

Dear Sir

Letters to the Editor

Dear Sir:

Coffee is the second beverage in the U. S. Milk is first. Last year five and a half billion (not million) gallons of coffee were consumed here. The consumption of soft drinks totaled one and three quarter billion gallons. That means that we consumed more than three times as much coffee as all of the soft drinks combined—all the cola drinks, all the orange drinks, gingerale, root beer, etc., etc. That's amazing!

Why did coffee become such an important beverage in this country? There is but one answer. Because coffee is a good drink; because it has its own decided flavor, not a wishy-washy taste; because the aroma from a pot of coffee brewing on the stove is "out of this world".

Now what's happening? For some unknown reason, the big food companies have decided that we must switch to instant coffee. They're killing the goose that laid the golden egg. They must know that the stuff is no good. All they have to do is to smell it. I conducted a blind-fold test. I was told that it smells like brown sugar, molasses, honey, Postum, cocoa, chocolate, burned sugar. I'm not making this up. Don't take my word for it. Open up a jar of instant coffee. Stick it under the noses of several of your friends. Make sure that their eyes are shut and

don't let them touch the jar (because that may tip them off) and see what answers you get.

I'll give a thousand dollars to your favorite charity if one person in a hundred tells you it smells like freshly ground coffee.

Yet millions of dollars are poured into advertising in which they tell you that instant coffee smells and tastes like freshly ground coffee.

It's true that instant coffee is made from real coffee, but somewhere in the process it loses most of its flavor and all of its aroma.

Instant coffee goes through the same process that milk does in the conversion from fluid to powder. If instant coffee can take the place of real coffee, then powdered milk should replace fresh milk.

I can't understand it. These concerns are so honest about their own products, and yet so dishonest about this one. I cannot figure out why. I know they're losing their shirts on it. One concern gives away a jar worth 56 cents if you buy a pound of their real coffee; another tells you to deduct 10 cents; another tells you to deduct 20 cents. You know as well as I that there isn't that much profit in a jar. I could understand it if they were losing money to introduce the item. But they've introduced it years ago.

I want to point out that those companies that were in the coffee business are still advertising and selling real coffee together with their instant brands. When Henry Ford perfected his Model A, he stopped making the Model T



*A Merry Christmas
..and a Happy New Year..*

L. NEUGASS & CO., INC.

COFFEE IMPORTERS

135 FRONT STREET
NEW YORK 5

Ford. If the instant coffee is as good as they claim it to be why don't they stop their sale of real coffee?

If the stuff were good, they wouldn't have to allow 10 cents and 20 cents on a jar years after it's been on the shelves. They're increasing sales by losing money. The item is not selling as an item with merit should—by repeat sales, by word-of-mouth and by normal advertising.

Have you ever had a cup of instant coffee served to you in a restaurant? If instant coffee is (as their ads tell you) cheaper, easier to make and just as good as ground coffee, why isn't it being served in restaurants?

I know why. I happen to be in the restaurant business. Every restaurateur knows the importance of serving a cup of good coffee. He also knows that, if he were to serve you a cup of instant coffee, he'd never see you again. Why you accept it in your home is beyond me. You should be more finicky at home than in a restaurant.

In the long run, the coffee producing countries will be left holding the bag. Coffee means life or death to Brazil and Colombia, and is very important to quite a few other Latin-American countries—Guatemala, El Salvador and Venezuela. Even Mexico exported over \$50,000,000 worth of coffee to this country alone last year. One of the ABC's of economics is that consumption of a product diminishes as the quality of the product becomes poorer.

Some day they may overcome the loss of most of the flavor and all of the aroma during the process of manufacturing instant coffee. If and when they do, I'll be all for instant coffee. It *is* much easier to prepare a cup of instant coffee.

William Black, President

Chock full o' Nuts
New York City

Soluble coffee progress

Dear Sir:

Your October editorial is quite interesting, particularly in its conjecture as to why soluble coffee has made such progress.

Undoubtedly, convenience has considerable bearing, and the greatest progress has been made in larger Metropolitan areas where families may be smaller or where a greater number of persons in a family are working.

No doubt, too, some consumers are satisfied with the flavor of soluble coffee and this is apparently borne out by Mr. Riesz's article on page 10 despite lack of preference for a brand.

Kind and quantity of advertising has probably had the greatest bearing on the growth of solubles. In this connection it is interesting to note that all soluble coffee advertising stresses saving of 25 cents per pound against use of actual coffee. In my opinion, this is a false statement, and it is too bad the coffee industry does not label it as such. Soluble coffee is retailing at 59 to 60 cents per two ounce jar, which will make, at best, 30 cups and cost two cents per cup.

Leading vacuum packed brands are retailing here at 93 cents per pound, and it is possible to get very fine coffee in bags at approximately 85 cents. If we assume only 40 cups of coffee per pound and make no allowance for the fact that up to now flavor from soluble has not equaled flavor from freshly brewed coffee, saving per pound is negligible.

(Continued on page 39)

DECEMBER, 1953

Seasons Greetings

and

Best Wishes



CASA GOLDTREE-LIEBES & CO.

EXPORTERS OF SALVADOR COFFEE

SAN SALVADOR, EL SALVADOR, C.A.

Best Wishes
to the Coffee Industry
for a happy holiday
season and a very
successful New Year

from

SCHOLTZ & CO.

COFFEE IMPORTERS

82 WALL STREET, NEW YORK CITY

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.

New York



WITH every good

wish for all in the coffee

trade for a bright

C h r i s t m a s

and a brighter

N e w Y e a r



SCARBURGH CO. INC.

90-96 WALL ST., NEW YORK

St. Louis Coffee Club marks Forbes centennial

By LEE H. NOLTE

The St. Louis Coffee Club gave a big party at the Glen Echo Country Club to honor the James H. Forbes Tea & Coffee Co. on the occasion of their 100th anniversary. There were about 150 guests in attendance.

The president of the company, James H. Forbes II, was presented with a beautiful bronze plaque commemorating their 100th anniversary, and a guest book recording the names of the guests attending.

The principal speaker was F. E. Norwine, who was president of the Norwine Coffee Co. and is now retired. His company was sold to the General Grocer Co.

Also presented to Mr. Forbes was a golden teapot, by C. William Felton, vice-president of the Tea Association.

The toastmaster was Jack Holland, prominent St. Louis attorney. The mayor of St. Louis, Raymond R. Tucker, was on hand, but because of another engagement was not able to present the plaque. He asked Scott DeKin, executive vice president of the St. Louis Chamber of Commerce, to do the honors.

There were guests from England, S. Harry Peckar, a tea exporter of London, and Gerald Schluter, also of London, an exporter of tea, coffee, and rubber.

John McKiernan, executive vice president of the National Coffee Association, gave an interesting address.

Many telegrams and cablegrams were received and read at the party. A great number of beautiful bouquets and baskets of flowers were sent by friends for the occasion.

Forbe's first 100 years

(Continued from page 13)

a building of equal size connecting with the plant then occupied, thus doubling the capacity. In this way was developed the firm's present home.

In 1928 the officers were changed to Alexander E. Forbes, chairman; Robert M. Forbes, president; James H. Forbes, vice president; Frederick E. Stillman, vice president; H. B. Gockel, treasurer, and H. H. Droste, secretary.

Upon the death of Robert M. Forbes in 1928, his son, James H. Forbes, was made president and his other son, Charles P. Forbes, vice president.

A. E. Forbes continued active in the company for over 75 years, to within a few months of his death in 1937. On the occasion of the 75th Anniversary of the company, A. E. Forbes, the chairman then, wrote: "At the 75th milestone of successful business, it is well to review the fundamental principles of the institution, which have made possible its survival through the years: fair dealings; good merchandise; dependable service; moderate price. In celebrating our Diamond Jubilee, we pledge ourselves anew to the continuance of these policies."

Now David Forbes Orwig, grandson of Alexander E. Forbes and great grandson of the founder of the company is active in the business. After serving as a naval flyer in World War II, he started his career in the coffee and spice business, was made a director in 1947, and in 1951 was made vice president in charge of the spice department.

Switzerland's coffee outlook

(Continued from page 17)

refined specialties which he produces. The consumer asked first for best quality coffee and only secondly inquired the price. It was the pride of the housewife, especially on a Sunday, to serve a particularly fine coffee to her guests.

Nowadays, consumers ask the price first and only then inquire after quality. There is obvious resistance to the considerably higher prices of recent years. At the same time, the dealer's profit margin has shrunk to such an extent that he no longer takes an interest in "cultivating" his coffee. Asked today about the composition of his blends, he will only unwillingly admit that in order to keep down the price he is forced to include increasing quantities of poor quality coffee.

What we fear is that the ability to appreciate a really good coffee will be lost altogether by the consumer and that tastes will be levelled out on an inferior plane.

These are observations which will also be of interest to producers of fine coffee. The comments come from a country which itself manufactures quality goods and generally buys high quality provisions.

Letters to the editor

(Continued from page 37)

It is pretty hard to tell whether this appeal to a 25 cents per pound saving has been responsible for some of the popularity of soluble coffee, but it could be responsible for considerable.

Irving Manning, Manager
Smart & Final Iris Co.
Los Angeles, Calif.

Restaurant coffee

Dear Sir:

Under your topic, "The Coffee Outlook", re the Institute's figures showing Brazil's drop of 1,149,740 bags in exports for the first eight months of 1953 as compared with 1952—that loss results primarily from the restaurant man now making his coffee so weak it looks like tea in the urn gauge.

That practice is bound to create the shrinkage in the coffee volume and cause a shift to tea drinking.

There's a great need for a lot of publicity to educate the restaurant man to the advisability and need of giving his patrons a more substantial cup of coffee.

Chicago

A Subscriber

Artists battle to save Italian coffee shop

Roman artists have banded together to keep intact the Caffè Greco, the city's oldest and most famous coffee house.

Attempts are underway to change it into a cocktail bar, complete with glass and chromium.

In years past coffee was sipped at the Caffè Greco, which is on the Via Condotti, by Goethe, Wagner, Gogol, Liszt and Berlioz.

The irate artists have agreed to contribute one picture each to an exhibition to raise funds to pay off Caffè Greco's creditors.

DECEMBER, 1953

Season's Greetings and Best Wishes for a Happy New Year

W. D. ROUSSEL & CO., INC.

422 Gravier Street
New Orleans, La.

Holiday Greetings

**To All our Friends in
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Coffee—important cash crop in Kenya

By A. E. HAARER

A. E. Haarer, a former lecturer at the Agricultural Department of Tanganyika Territory, is a well known writer on agriculture in the tropics.

Excellent coffee, grown by the Africans themselves, is one of the latest examples of successful cooperation between Europeans and Africans in Kenya. Placed on a sound basis by the Kenya Government, this flourishing industry is now expanding year by year.

By 1930 African coffee-growing was proceeding apace in the neighboring countries of Uganda and Tanganyika Territory, so it was to be expected that progressive Africans in Kenya would want to grow this crop themselves. But the Kenya authorities were aware of the first attempts of Africans to grow Arabian coffee in Uganda, when hundreds of small plots were left abandoned and became breeding-places for pests and diseases. Later on the Uganda industry was reorganized, and Robusta coffee planted in the hotter regions instead, although Arabian is still grown with great success on the slopes of Mount Elgon.

Meanwhile, Africans in the Northern Province of Tanganyika Territory had developed a considerable coffee industry, but this had been carefully guided into being in the high altitude regions of Kilimanjaro and Meru Mountains, which were particularly suitable for Arabian coffee.

In Kenya, many European settlers had planted Arabian coffee in borderline country, where the rainfall was insufficient and unevenly spread. A great deal of capital was invested, and the coffee did not grow free from pests and disease without expensive measures of control. Naturally, these planters opposed any haphazard coffee plantings whose product might harm the name for good quality coffee which Kenya had attained.

The Kenya government, therefore, laid down nurseries and raised plants from approved seed. Any Africans who desired to grow coffee in approved regions were given permits, and allowed to take seedlings from the nurseries at the appropriate time for planting. Trained African instructors visited and inspected the proposed



Early pruning of the coffee plant in Kenya, in Eastern Africa.

planting sites, showed the applicants how to prepare, space and hole-out their land, and how to set the young plants in the field.

African coffee planting in Kenya has thus been controlled from the beginning in a proper and well-ordered manner, to the great advantage of the growers of all races. As a natural consequence, cooperative societies of African coffee-growers have come into being, and are gradually taking over the controlling duties of the government instructor force. Central pulperies have been installed to which the growers take their cherry coffee, and there are fermenting and washing tanks together with drying trays, for the proper preparation of the parchment coffee, all of which, whether grown by Europeans or Africans, is marketed through the Kenya Coffee Marketing Board without distinction, and the money is shared among the growers in accordance with the quantities of cherry coffee delivered for treatment.

It is interesting to note in the Kenya Agricultural Report for 1945 that the African-grown coffee, "being situated in more favorable rainfall zones," yielded good returns in a year when the European harvests were disappointing, and in 1950 was valued at £70,700 (\$198,000).

Coffee is not an easy crop to grow unless the soil and



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climate are ideal, and a period of training is necessary. Irresponsible development would have ended, as the first plantings did in Uganda, in disappointment and abandoned plantings.

The Kenya government is to be congratulated on the successful development of this new industry, forming as it does a model for the beginning of similar industries in the territory. Already Africans in Kenya are desiring to plant tea, but since tea is entirely dependent on a proper environment, it is imperative, for the growers' own sakes, that they should receive proper guidance until they organize their own cooperative control.

Unlike coffee, tea requires expensive machinery and great skill in the plucking and preparation of leaf if a first-class product is to be prepared. It is therefore for small growers to be near European center of production, and not only to rely on marketing their pluckings to the European industry but to cooperate in planting a particular variety of tea, and in the control of any pest or disease which may arise.

Without the installation of a central factory and considerable financial assistance, an African tea-growing industry could not develop on its own. Nor could such a factory be envisaged without the assurance of a sufficient supply of leaf from a multitude of growers in the vicinity.

**Sprinkle, new product for creaming
coffee, launched by Sanna Dairies**

Sprinkle, a new powdered product for creaming coffee, has been launched by Sanna Dairies, Inc., Madison, Wis. It is said to dissolve instantly in hot liquids, and can also be used for tea or cocoa, the makers say.

A four ounce jar is the equivalent of a pint of liquid cream at half the price, Sanna is saying in newspaper, radio and TV advertising in its first three markets—Minneapolis, St. Paul and Des Moines. Other markets will be opened as the production pace quickens.

According to president F. L. Sanna, Sprinkle is the product of several years of research. The result is a 27 per cent butter fat content powder of pasteurized, homogenized cream. The processing details are not being disclosed pending a patent grant, but the company is hailing Sprinkle's freedom from a cooked or caramelized flavor; its light cream-like color, which is traced to low temperature processing; and an ability to stand up for weeks without refrigeration.

Ingredients listed on the label are cream, skim milk, lactose and sodium phosphates.

The company's plant at Menomonie, Wis., handles the packing.

**It's two tablespoons of coffee
per Standard Coffee Measure**

It's two tablespoons of coffee per Standard Coffee Measure—not two teaspoons, as was stated by printer's error in the article, "CBI meets the brewing challenge", by Eugene G. Laughery, general manager of The Coffee Brewing Institute, Inc., in the November, 1953, issue.

CBI's Standard Coffee Measure holds four-tenths of an ounce of coffee, equal to two level tablespoons.

The proportion recommended is one Standard Measure of coffee to six fluid ounces of water. On this basis, one pound of coffee yields 40 cups.

SEASON'S GREETINGS

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**Researchers say caffeine doesn't accumulate
in bodies of heavy coffee drinkers**

There is no day to day accumulation of caffeine in the bodies of heavy coffee drinkers. This was established recently through studies at the National Heart Institute of the Public Health Service.

As reported in the April, 1953, issue of the "Journal of Pharmacology and Experimental Therapeutics," the Public Health Service scientists studied five human subjects who consumed eight cups of coffee over a period of seven hours.

Soluble coffee was used in these experiments, each cup containing about 80 mgm. of caffeine.

"In view of the widespread consumption of coffee it was of interest to determine whether caffeine accumulates in the body after repeated drinking of coffee," the investigators explained in reporting this part of their study.

The introduction to their report noted that "caffeine is extensively used as a therapeutic agent and is widely ingested in the form of caffeine containing beverages, yet little is known concerning its fate in the body."

Plasma levels of caffeine in the subjects studied rose during the seven hours of coffee drinking until it was estimated that 180 mgm. of caffeine was present in the body one hour after the last cup of coffee.

The investigators summarized their experiments by noting that caffeine is rapidly and essentially completely absorbed from the gastro-intestinal tract of man. It is almost entirely transformed in man, only about 1 per cent being excreted in urine. There is no day to day accumulation, as shown by the virtual disappearance of the caffeine in the subjects tested by the time they awoke the following morning.

**Coffee odor triggers big response
in people, scientists say**

Coffee appears to have a more powerful odor than onions or camphor. At least, according to an item in *Science News Letter*, C. W. Sem-Jacobsen, R. G. Bickford, H. W. Dodge, Jr., and M. C. Petersen have found that it causes a greater response on electro-encephalograms, or brain wave recordings.

These investigators obtained recordings from the region of the olfactory bulb, where the nerve of smell expands in the brain.

The largest amplitude responses were obtained when the subject's olfactory bulb was stimulated by the smells of valerian, coffee, lilac perfume, cloves, benzene, peppermint, lavender and lemon.

A moderate response came from smelling wintergreen, onion, turpentine, camphor and cinnamon. Room air, acetone and alcohol were almost without effect.

The response was apparently reduced, but not entirely abolished, when the subject was asleep.

No characteristic frequency of brain waves, however, was found for any of the substances tested. Hence the investigators conclude that telling odors apart apparently is not done by a frequency sensitive nerve cell system.

More coffee trees for Mexico

The Ministry of Agriculture is completing a 48,000-tree nursery at Totutla, Vera Cruz.

DECEMBER, 1953

Holiday Greetings

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a glossary of Kenya coffee terms

By C. R. DEVONSHIRE

This glossary of terms used to describe coffee, from the bulletin of The Coffee Board of Kenya, was prepared mainly to assist the planter to understand reports and therefore evaluate his crop properly. Although some of the description is peculiar to Kenya, the glossary as a whole is of considerable interest to the coffee trade generally.

Raw Coffee

1. *Size of bean*—This varies according to weather conditions, type of seed, and district, and is not a point upon which I can give any particular advice, other than to avoid picking immature coffee or, when such coffee has been picked, to avoid bulking it with sound cherry. The actual size of bean, other than evenness, does not have a big effect on quality. Some of the finest quality Kenyas have a small—but even—well made bean.

2. *Color*—This is of great importance. The ideal for planters to aim at is blue or greyish-blue, and the reason that preference is given to this color is that many years of experience have satisfied coffee dealers that it is only in coffees of this color that the finest liquoring qualities are to be found. Color can be ruined by estate preparation.

One word of warning is necessary, and that is that planters must *not* attempt to obtain a blue color by under-drying their coffee because, although insufficiently dried coffee may have a blue color immediately after curing, this color soon fades

and the coffee deteriorates. So at all costs dry your coffee thoroughly.

The color to avoid is any tendency to brownness. This is a fault which can be avoided on the drying grounds; the most usual cause is lack of attention, or delay at an important stage in drying. Mechanical drying is particularly apt to give a brownish color to coffee, and I do recommend planters to note that estates which consistently produce coffee of a fine quality, almost all appear to do their drying on raised tables, keeping the coffee well stirred and allowing the air to percolate, in preference to using barbecues or ground sheets.

A point to note is that when parchment becomes soiled during the drying process by dust or earth, it is almost impossible to avoid discoloring the bean during the hulling process. Therefore, aim for a clean, white parchment.

Other causes for brownness in the raw coffee are:

Insufficient pre-washing.

The picking of over-ripe coffee.

Over-fermentation also gives a brownish tinge, which is somewhat different in appearance to the brownness caused by other factors which we have already mentioned.

3. *Defectives*—There are many types; those usually referred to on the report form are:

Pulper-nipped beans—sometimes discolored through oxidation in pulp or fermenting water, or through contact with metals.

Christmas Greetings

and

Best Wishes

for the

New Year

W. R. GRACE & CO.

New York

New Orleans

San Francisco

Foxy beans—oxidized, reddish-colored, over-ripe or damaged (such as antestia and pulper damaged) beans, which have picked up fermenting water and have been insufficiently washed after pulping and fermenting.

Over-ripes—beans which tend to mbuni appearance and flavor.

Ambers—smooth, yellowish beans. Cause unknown.

Stinkers—usually beans which have been left in tanks or channel from previous preparation.

Antestia—or other insect-damaged beans.

Immatures and coated—light beans, badly coated with silver skin. These are either drought-stricken coffee, or result from badly mottled cherry or from picking immature coffee. These can, to some extent, be eliminated in the estate washing channel.

Under the "remarks" column, the following expressions are often used:

Ragged—most frequently refers to drought-stricken coffees. Pickings with a large proportion of immature beans and Harrar seed, all give a "ragged" appearance which is foreign to typical Kenya coffee, which should be of a Bourbon character, i.e. roundish bean, heavy, with fairly straight center-cut.

Blotchy—the result of uneven drying. It is always advisable to dry out very thoroughly and slowly (see Color), with a tendency to over-drying.

Light—referring to weight of bean.

Foxy or Foxiness—as described earlier.

Roasted Coffee

1. *Type*—This refers to the general appearance of the roasted bean, and a brilliant or bright type should be aimed at because, here again, experience has shown that a roast of this type usually gives a satisfactory liquor. In my opinion,

(Continued on page 57)

the economic side of the challenge facing coffee

(Continued from page 11)

strenuous price support efforts of the thirties, as the Brazilian share of the world market in the past three crop years has averaged only 49 per cent.

Turning from the production of coffee to its marketing, other serious challenges are clearly evident. Whether roaster, distributor, retailer or institutional dispenser, the problems are of great and growing importance.

As in any marketing operation, the most important problem is that of price. The controlling importance of price in the marketing of coffee has been largely obscured by the unprecedented boom which has prevailed in recent years in the United States, which consumes some two-thirds of the world production of coffee and nearly 70 per cent of the Latin American production. From an average 1942 spot price in New York of 7.2 cents per pound for green coffee, prices climbed to the current 60-cent level. Yet, during most of the period, consumption in the United States steadily increased. Furthermore, despite the higher prices, United States consumption has increased so much over the prewar level that world exports of coffee are also ahead, although Europe is still 10 to 15 per cent below prewar in imports. Even when retail prices of coffee rose some 75 per cent between 1949 and 1950, per capita consumption dropped only

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10 per cent. Moreover, during the same period of higher prices, the peak in United States consumption of 18.5 pounds of green coffee per capita was reached.

While it is true that the demand for coffee is relatively inelastic, these examples of *perverse elasticity*—with consumption increasing as prices increased—must not be allowed to mislead the coffee industry.

On the demand side, conditions were wholly abnormal: World War II, cold war, Korean war and greater tension in general caused unprecedented demand, and credit inflation furnished the means of satisfying that demand. It is too much to expect such a series of adventitious demand-creating factors in the future. In fact, there is substantial agreement among the business forecasters that a 10 to 15 per cent slowing up in the current boom may be anticipated for next year. Clearly, this calls for a realistic re-appraisal of marketing forces, looking to the future rather than the past.

Coffee prices

Although coffee in the United States is cheap compared to other countries, in some of which the retail price is \$2.50 to \$3.00 in our money, the fact is that on a historical basis, like most other commodities, green coffee is high and in consequence retail coffee is high. But what is far more important, consumers *think* it is high, and that is what counts. Moreover, consumers will become even more price-conscious when business activity starts to decline, as it inevitably must some time in the future.

Although last winter's survey by the Psychological Corp. showed an increase in the per cup consumption of coffee, too much industry comfort is being derived from it for the following reasons:

1. Per capita consumption figures of 17 pounds of green coffee indicate that the cups of coffee were thinner—more toward a 60 cup per pound side than the standard 40 cup strength.
2. Increased consumption *at work* will be adversely affected by declining employment and stricter discipline for those who remain on the payroll.
3. There has been an even greater percentage increase in the per cup consumption of tea.
4. The percentage of people drinking milk, fruit and vegetable juices, soft drinks and other competitive products has increased.
5. The *decrease* in coffee drinking in eating places during the peak of the greatest peacetime boom the United States has ever known is a very serious adverse development.

With his power of substitution and his leeway of nearly two to one in the strength of the brew, the consumer indeed

A Merry Christmas



NAUMANN, GEPP & CO., INC.
COFFEE

95 Front Street, New York

rules the roost in coffee. Disregard of this elemental fact by any part of the industry can only bring adverse, if not tragic, consequences.

Competition between industries is the most basic form of competition. In recent years, retailers have been getting a steadily declining share of the consumer's dollar, and consumer durable goods since the War, at least until very recently, got a steadily increasing share, which leaves soft goods a smaller part of a smaller part. In fighting for its share of the soft goods component of the consumer's dollar, coffee is up against redoubtable competition, none of which has to carry the burden of price increases to the extent that coffee does, and some of which is entirely, or at least comparatively, new competition.

Frozen juice drinks, for example, are a great step forward, and they are being aggressively promoted at prices which are extremely attractive.

The low-calorie carbonated drinks are another new competitive drink which has a great appeal to many people.

Milk as a competitive drink has the advantage of 100 per cent educational sponsorship, favorable laws, and outright promotion by the state at times.

Real competition

And, of course, beer, which has staged quite a comeback since the days of the "Noble Experiment," also offers real competition.

And as for tea, I don't have to tell you gentlemen that Godfrey is selling a lot of tea!

In all such competition, the coffee industry suffers from the handicap of inability to control the final form of its product. As the study of the Joint Committee of the National Restaurant Association and your own association conclusively showed, there are almost infinite possibilities for improving the quality of coffee as a beverage through better brewing methods in our eating places. Personal experience testifies to considerable room for improvement in the home product, also. Unfortunately, this final step, which is so vital to the competitive quality of your drink, is beyond your direct control, although soluble coffee seems a step forward in this direction. The indirect methods of education and demonstration is a difficult substitute for the direct and absolute control competitors have of the quality of their drinks, other than tea.

Competition *within* the coffee industry is also very keen. Television, radio, newspaper and magazine advertising intensity that is hardly matched in any other industry, offers inescapable proof of the ceaseless battle for sales. Modest

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and
A Happy New Year
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**to all
our friends**

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Colombians—Maracaibos—Santos

135 Front Street, New York

profits at the peak of the greatest peacetime boom America has ever had are even more dramatic proof of the keen competition which prevails. In fact, in no industry in the multi-billion dollar class is there such widespread complaint of inadequate profits.

Competition from without and within would certainly head the list of the challenges facing the coffee industry.

This survey of the economic challenges facing the coffee industry has not covered the problems of exchange fluctuations and controls, tariffs, embargoes and other collateral interferences with the functioning of the international coffee market.

Production time-lag

Also, this industry should marshal all its resources to meet the economic challenge of the present close balance between consumption and production. As consumption and production are now about on an even keel, further growth of the market is precluded. The time-lag in increasing coffee production makes this a serious roadblock to further expansion of the industry—a limitation injurious to producer, processor, distributor and consumer, alike.

In conclusion, so far as the United States market is concerned, it must not be overlooked that its functioning as a free market during the present boom period has been subject to the artificial pressures of coffee burning, planting controls, long-term warehousing of surplus production, exchange controls, OPA price ceilings, the restrictions of the Inter-American Coffee Agreement, and the Office of Price Stabilization controls. And while it is undoubtedly true that the war service of such a large proportion of our population has created a permanent increase in demand, and while the terrific population increase and higher standard of living of recent years also guarantee a demand considerably in excess of the prewar level, the fact remains that the industry faces the challenges of a slackening in business activity and consumer resistance to present prices.

Furthermore, although coffee prices increased sharply in 1949 despite a downward trend in business activity, they started from an entirely different base than exists today. Also, most demand and supply factors were quite different. Such a contra-cyclical price movement is not likely from today's price levels, especially in view of consumer resistance and increased competition.

Rapid action

As Horacio Cintra-Leite, representing the Brazilian Coffee Institute, said in a recent statement regarding the reduced Brazilian share of the United States market, "rapid and appropriate action is needed," not merely a promotional campaign but a "basic and down to earth program to make sure that coffee shipped to the United States meets every market requirement."

And finally, throughout this talk the word "challenge" has been used, as it implies that a solution is possible for men of goodwill and determination. In deciding how to meet these challenges, however, you should constantly keep in mind the basic economics of coffee.

As the Pan-American Coffee Bureau puts it in the April, 1952, release of Coffee Statistics: "It is correct, therefore, to assume that coffee trade tends to increase proportionally to the economic ability of importing countries to increase their overall purchases from abroad. This latter postulate seems to support quite well the long-time sustained theory that the purchasing power of a nation, as that of an individual, closely affects coffee consumption."

Boston's "Coffee Ann"

(Continued from page 8)

"Coffee Ann" customers are not charged for more than they use, however. Credit slips are made out for return of goods and coffee not used, and such credit is reflected on the weekly or monthly statement. Some accounts pay weekly, most monthly.

The minimum daily charge for the service is \$5.00 per day, or \$25.00 weekly. Beyond that, there is a charge of \$1.50 per gallon, plus credit for what is not used. An account of between 20 and 30 employees goes on the minimum charge basis. Larger users get as much coffee as is needed. It all works out, ultimately, to delivering to within half gallon of what is actually used.

Mr. Runstein admits that credit for coffee not used represents a loss, but he chuckles when he says this because the loss is so small.

"It is negligible in the long run," he says. But the idea of my willingness to give such credit goes over big."

"Coffee Ann" coffee is very well liked by his customers.

The source of his supply is the Edmands Coffee Co. on India Street, just a short distance from his offices on Atlantic Avenue.

The files at "Coffee Ann" already budge with affidavits from pleased customers. T.O. Metcalf, large-scale printers, wrote:

"It seems only fair to put in writing our experience with your service. Admittedly it is only a few weeks in operation, but the results have been so satisfactory that I can only wonder why we waited at all. It is fast, hot and clean." This testimonial bears the signature of "Red" Brennan.

Representative accounts

Other representative accounts which partake of the "Coffee Ann" service are: Craftsman's Insurance; Star Markets; Hub Offset; Eastern Air Lines ticket offices; Harold Cabot, advertising; Dormitzer Electric; H. J. Heinz, wholesale grocers; National Wool; Rockland Trust; Thomas Long, wholesale jewelers; Crawford Hollidge, department store; Otis Simonds, beef; Dickie Raymond, mail order, and others.

One account goes so far as to say that it saves 1,000 minutes in the morning and another 1,000 minutes in the afternoon by partaking of this coffee service.

Mr. Runstein admits that customers are clamoring to leap on his kind of merchandising bandwagon because there is such little fuss and bother about it. He also admits that he has a goodly backlog of unfilled orders always at hand and says that he has not stepped out of his office to solicit business in more than a year.

"And I really believe that this is only the beginning," he says with confidence. "Why, just look at the steps which this type of service saves an employer. His employees don't have to dress up or go out to buck coffee lines anywhere from three to ten minutes from the place of employment."

"Coffee Ann" undoubtedly represents a very original approach to the coffee-break problem. With its accent on self-service, quick drops, weekly-monthly billings and credit for leftover portions, it is a very-hard-to-beat merchandising plan.

GULF & SOUTH AMERICAN STEAMSHIP COMPANY, INC.

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Season's Greetings

and

Best Wishes

for the

New Year



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An Invitation

All delegates to the World Coffee Congress and International Coffee Exhibition at Curitiba, Brazil, January 14th through the 22nd, 1954, who wish to visit the coffee plantations of Parana, will be welcomed as the guests of the fazendeiros on January 14-15-16.

The fazendeiros will be under the leadership of Braulio Barbosa Ferraz, President, Parana Coffee Growers Association.

On January 16, delegates may visit the city of Paranagua as guests of the local coffee center.

All who are interested are requested to write to:
Miss Lucia Caldas
Secretary to the President
Pan American Coffee Bureau
120 Wall St., New York 5, N. Y.

U. S. coffee men at Parana congress to see plantations as guests of industry groups

United States coffee men planning to attend the First World Coffee Congress in Curitiba, capital of the State of Parana, have some special treats in store for them.

All delegates at the Congress who wish to visit the coffee farms of Parana will be welcomed as guests of the fazendeiros on January 14th, 15th and 16th.

In charge of the visits to the farms will be Braulio Barbosa Ferraz, president of the Parana Coffee Association.

Delegates will also be invited to visit Paranagua on January 16th as guests of the coffee center there.

All United States coffee men are invited to attend the First World Coffee Congress.

It was pointed out that the Congress provides an unequalled opportunity for members of the trade here to meet coffee growers and shippers, to get a firsthand picture of trends and problems there, and to take part in discussions on various phases of coffee by representatives of coffee growing and consuming industries throughout the world.

The First World Coffee Congress is to be held in Curitiba, from January 14th to 22nd. Though it had previously been decided that the Congress would be held from December 11th to 19th, the date was changed to suit the convenience of delegates.

The formal opening of the International Coffee Exhibition, however, will still take place on December 19th, the date of Parana's Centennial, as previously arranged. This Exhibition will last four months.

The first part of the Congress, on January 14th, 15th, 16th and 17th, will consist of a Brazilian coffee-growers' meeting, and will take place simultaneously with preparatory sessions for the foreign delegates to the World Congress. Those delegates who wish may make conducted excursions to the coffee plantations in the north of Parana.

The actual inauguration of the international meeting will take place at a formal session on January 18th, and plenary sessions and committee meetings will last until the formal close, on January 22nd.

The announcement points out that the new closing date for the international meeting will provide delegates with an opportunity to attend the formal opening of the São Paulo Fourth Centennial, on January 25th.

If you want more details about the First World Coffee Congress or the excursions to the coffee farms, drop a line to Horacio Cintra-Leite, at the Brazilian Coffee Institute, 120 Wall Street, New York 5, N. Y.

Warns against Nogales coffee offer

O. G. Cole, manager of the Cains Coffee Co., Tulsa, Okla., recently warned the city against a letter distributed by a coffee firm with an address in Nogales, Sonora, Mexico.

"The firm offers to send two pounds of coffee for \$2.00," Mr. Cole said, "and it promises prompt delivery of coffee 'processed to your satisfaction'."

About 15,000 of the letters were distributed in Tulsa, said Mr. Cole, who is a director of the Better Business Bureau there. Of ten persons known to have answered, none had received coffee, he added.

DECEMBER, 1953

For full information on

BRAZIL'S

- First World Coffee Congress
- International Exhibition
- 100th Anniversary of Parana at Curitiba, Brazil

January 14th thru 22nd, 1954

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Coffee



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a discourse on coffee

By JOHN HOUGHTON, F. R. S.

This discourse, read at a meeting of the Royal Society on June 14th, 1699, and reported in "Philosophical Transactions" in September of that year, was recently published in Coffee Trade News, London, as part of the tercentenary program of The Coffee Buyers' Association, Ltd., London. The discourse provides a sweeping review of the progress made by coffee in England as early as 1699. Many of the observations on coffee are as remarkable—considering the year—as they are delightful.

I cannot learn the use of any part of this Plant, except the Berries, of which boil'd in Water, a Drink is made, and drunk much among the Arabians and Turks and also now in Europe.

How the Arabians fell first into the use of Coffee is hard to tell, perhaps 't'was their Succedaneum for Wine which Mahomet had prohibited; nor how they come to roast it before boyling, which it's probable is owing to Chance, or perhaps a debauch'd Palate, as some with us love the burnt part of broil'd Meat, and from some great one, it might grow into a Fashion, as the use of Tobacco and Coffee with us, although had they been imposed by a Law of the State, or Physician, it would have been thought very severe. However it got head, for by its actual heat it refresh'd the weary, and did several other Services, as Wine that acted by a potential heat.

The general use of it quickly made it a Trade in great Towns, and the frequent use of it made it to be desired

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SAN SALVADOR, EL SALVADOR, C. A.

stronger and stronger, till the excessive Drinkers would take whole Spoonfuls of the Oyl that swims on the top, as our great Drinkers arrive from Wine to Brandy and from thence to more burning Spirits.

Into these Publick-houses they would come by Hundreds, and among them Strangers would venture, where they learn'd the Custom and carried it to their own Countries; for one Mr. Rastall an English Merchant, whom I knew went to Leghorn in 1651, and there found a Coffee-house. To the same House of Merchandise where this Rastall was, came Mr. Daniel Edwards a Merchant from Smyrna (where Coffee had been used immemorially) who brought with him, Anno 1652, a Greek Servant, named Pasqua, who made his Coffee, which he drank two or three Dishes at a time, twice or thrice a Day.

Brought coffee to England

The same Year Edwards came over Land into England, and Married the Daughter of one Alderman Hodges a Merchant, who lived I think in Walbrook. This Hodges used with great delight to drink Coffee with Edwards, so it is likely, that this Edwards was the first that brought Coffee into England, although I am inform'd that Dr. Harvey, the famous Inventer of the Circulation of the Blood, did frequently use it.

After this it grew more in use in several private Houses, which encouraged Mr. Edwards to set up Pasqua for a Coffee-man, who got a Shed in the Church-yard of St. Michael Cornhil, where he had great Custom, inso-much that the Ale-house keepers fearing it should spoil their Trade, Petitioned the Lord Mayor against him, alleging his not being a Freeman. Upon this Alderman Hodges joyned as a Partner with Pasqua one Bowman, his

Coachman, who was made Free, upon which they lived unmolested in the same place, where Mr. Rastall found them in the Year 1654, but sometime after this Pasqua for some Misdemeanour run away, and Bowman had the whole Trade, and managed it so well, that by his Profit, and the Generosity of his Customers, who contributed Sixpence a piece, to the number of almost a Thousand; he turned his Shead into a House, and when he died, left his Wife, who had been Alderman Hodge's Cook-maid, pretty Rich, but she died Poor not many Years since.

John Painter was Bowman's first Apprentice, and out of his Time in 1664, Bowman died 1663, and after one Year his Wife let the House to one Batler, whose daughter married Humphrey Hodskins Bowman's second Apprentice, who was with him before Monk's March, Anno 1659. This Humphrey lived long in St. Peter's-alley in Cornhil, and died not many Years since, and left there his Widow, Batler's Daughter, from whom I had this Account.

How long this has been in use in the World, is hard to say, but Tavernier's Travels, the English Edition, says it had been in use but Twenty Years, although the Author said Six-score years.

I am inform'd that Dr. Beveridge has an Arabick Book, that says a Hermit drank it, and called it Coffee which signifies Drink, but the name is Bun.

This is what I can learn of the Original of Coffee, and Coffee-houses, but as for its Virtues, I think no body has Published any thing considerable about it. I shall give my Thoughts, which perhaps may provoke some that understands better to shew the Weakness of them, and in their room set forth better.

The best Coffee-berry is what is large and plump, with



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a greenish cast, and having on the thin parts a Transparency; the other has a yellowish cast, and is more opaque, but when they are roasted, 'tis hard to distinguish.

I put some Berries into a Glas of Water about a Week since, to see if they will Sprout, but as yet there is no appearance, altho' they are tollerably swell'd, and look white and bright.

Preparing the berry

The common way of preparing the Berry for the Drink Coffee, is roasting it in a Tin Cylindrical Box full of holes, through the middle of which runs a Spit, under this is a semi-circular Hearth, wherein is made a large Charcoal-fire; By the Help of a Jack, the Spit turns swift, and so it Roasts, being now and then taken up to be shaken. When the Oyl arises, and it's grown of a dark brown colour, it's emptied into two Receivers made with large Hoops, whose bottoms are Iron-plates, these shut into, and there the Coffee is well shaken, and left till almost cold, and if it looks bright, Oily, and shining, 'tis a sign 'tis well done.

Of this, when fresh, if an ounce be ground, and boil'd in something more than a quart of Water, till it be fully impregnated with the fine Particles of the Coffee, and the rest is grown so ponderous, as it will subside and leaves the Liquor clear, and of a redish Colour, it will make about a Quart of very good Coffee.

The best way of keeping the Berries when roasted is in some warm place, where it may not be suffered to imbibe any Moisture, which will pall it, and take off its briskness of Tast: It's best to grind it as used, except it be ram'd

into a Tin-pot, well covered and kept dry, and then I believe it will keep good a Month.

There will swim upon the Coffee an Oyl, which the Turkish great Coffee-drinkers will take in great plenty if they can get it. When the Coffee has stood some time to cool, the gross parts will subside, the briskness will be gone and 'twill grow flat and almost clear again.

That I might farther understand Coffee, and how it agrees with Horsebeans and What, which sometimes I have heard has been used instead of it: I sent to the Chymists 1 Pound of clean Coffee, 1 Pound of Husk's Horse-beans, and 1 Pound of Pick'd Wheat.

By his account it appears that Coffee yields by distillation, in a Retort, almost double as much Oyl as Beans and almost treble as much as Wheat; the other proportions may easily be seen above.

The Oyls are very thick, but they and the Spirits have all of them ill favours as is usual from burnt Materials.

By Spirit is meant the Flegm.

Coffee's "oyl"

The Capita Mortua have no smell. They have been calcin'd over and over with all the Art my Chymist has, but he cannot reduce them to a Calx or Ashes, and concludes there is no Salt to be gotten from them. But that from your more knowing Considerations they may be better understood, I have brought all the particulars hither.

From what's afore said I note that from the common drink called Coffee, there is little good can come from any part, but its Oyl, because its other thin parts are evaporated, and its thick subsides; but its Oyl I suppose to



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be nutritive quasi Oyl, and warm quasi a Chymical Oyl, for all the warm parts and brought hither as to a point, and thereby it may enliven and invigorate some heavy parts in the fermentative juices, and nourish weak Parts within as other Chymical Oyls do the parts external when rub'd, but being diluted as it usually is, I question whether it does any more good than hot Tea, hot Broth, or any thing else that is actually hot; for I believe that actual and potential Heats are much of the same operation, for I have often found, that in a fainting, or weariness, a hot supping has refresh'd me as much as a glass of Wine.

"100 ton a year"

It has been generally thought to be an Antihypnotick or Hinderer of Sleep, which I dare not gainsay; Dr. Willis and other learned Men having declared it so, but now it is come into frequent use, the contrary is often observ'd, although perhaps Custom as it does with Opium alters its natural Qualities. Could I meet with a satisfactory Theory of Sleep, perhaps at this I might give some better guesses.

As to the Political uses of Coffee, I am told, that our three Kingdoms spend about one hundred Tun a Year, whereof England spends about seventy Tun, which at fourteen Pounds a Tun (a middle price now a days) will amount to 20586 Pound sterling, and if it were to be all sold in Coffee-houses, it would reach treble 61740 Pounds, which at ten Pounds a Head will find employments for 6174 Persons, although I believe all the People of England one with another do not spend five Pounds each.

Coffee when roasted loses about a fourth part; then there is spent about fifty two Tun and a half of roasted

Coffee, which makes 117600 Pound or 1881600 Ounces or 15252800 Drachms, which if there be Eight Millions of People, it is now two Drachms or half a pint of Coffee a piece for a Year. How little is this Trade when thus considered, and how greatly may it be improved, although we spend as many Tuns in half a Year, as it has been Years with us. Besides what we use, we send a great deal abroad, and I doubt not, but in short time the gain of what we send abroad will pay the first cost of all we shall spend at home, and I believe one of the best ways to make advantage of Foreign Trade is to use such Wares much at home, and that will teach all we trade with to follow our Example; it does thus in Silks, Calicoes, Pepper, Tobacco, and several other things.

Furthermore Coffee has greatly increased the Trade of Tobacco and Pipes, Earthen dishes, Tin wares, Newspapers. Coals, Candles, Sugar, Tea, Chocolate and what not. Coffee-house makes all sorts of People sociable, they improve Arts and Merchandize, and all other Knowledge; and a worthy member of this Society (now departed) has thought that Coffee-houses have improved useful know-

PMMI sets dates for spring meeting

The spring meeting of Packaging Machinery Manufacturers Institute will be held April 3rd-4th, 1954, at the Hotel Dennis, Atlantic City, N. J., according to an announcement by Robert T. Foreman, of R. A. Jones & Co., Cincinnati, president of the Institute.

Hotel Dennis will be headquarters for PMMI during the annual packaging Exposition.



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Year's supply of solubles carried to South America by Expedition

The old "coals to Newcastle" theme was given a novel twist recently when a diamond expedition to South America stocked a year's supply of instant coffee for use both as a staple beverage and as a goodwill medium for dealings with natives of the Venezuelan interior.

The natives willingly quit their own cassava and comachi brews when given a chance to share a cup of coffee with explorers, according to Miss Jean Liedloff of Manhattan, who is taking part in the diamond-hunting expedition. Having made several exploring trips to South America, she has found that coffee is a "must"—but an easy one to meet since all water must be boiled before it can be used safely, anyway.

As to the reason for taking the American-made product to the land whose chief export crop is coffee, Miss Liedloff claimed that only soluble coffee can be considered for a year-long exploring trip such as she is making. Ground coffee is out, both because of its bulk and the cumbersome pots needed to brew it.

In seeking space-saving and easy-to-make coffee, as well as a supply of milk, Miss Liedloff turned to Borden's. As a result, her expeditionary food stocks include an ample supply of both Borden's Instant Coffee and Klim, powdered whole milk.

Truebner president of Cocoa Exchange

Louis H. Truebner was named president of the New York Cocoa Exchange at the annual election.

Mr. Truebner, a partner in the Truebner, Voelbel Co.,

succeeds Samuel Y. Coyne, who is retiring as president after serving two terms.

Charles H. Butcher, of Kennedy, Butcher & Co., was elected vice president, succeeding M. Truebner. Mr. Butcher previously served as president and vice president.

William J. Kibbe, of Snyder & Wheeler, was re-elected treasurer.

Jacques Coe, Samuel Y. Coyne, Alwyn N. Fischel, Ernest E. Frick, Timothy J. Mahoney and George C. Schutte were re-elected members of the board of managers.

John F. Dengel, Jr., Eliot S. Golde and Julian Hemphill were newly elected to the board, succeeding Ernest L. Cleverley, Bernhard S. Blumenthal and Isaac Witkin.

The New York Cocoa Exchange is now entering its 29th year of activity.

Unit checkweighs cartons, bags

Designed for checkweighing filled bags between the bag-filling scale and the bag sewing machine, or for checkweighing cartons between the carton filling machine and the carton sealing machine, a new Model 100S Thayer Check-weight Scale indicates the exact amount over or under the prescribed package weight on large dials on each side of the scale, or remotely mounted where desired.

If the package is underweight only, or either underweight or overweight, it may be either discharged while a horn sounds or held on the scale conveyor while a horn sounds. In the latter case, the package then may be either removed by hand or advanced from scale by pushing a button.

The unit is made by the Thayer Scale and Engineering Corp., East Water Street, Rockland, Mass.

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PMMI elects Foreman

The Packaging Machinery Manufacturers Institute held its 21st annual meeting at Skytop Lodge, Skytop, Pa., recently.

The following officers were elected for the coming year:

President, Robert T. Foreman, R. A. Jones & Co., Inc., Cincinnati, Ohio; vice president, Mrs. Helen Horix Fairbanks, president, Horix Manufacturing Co., Pittsburgh, Pa.; vice president, Tom Miller, vice president, Package Machinery Co., East Longmeadow, Mass.

Three new directors were elected: Horace C. Baker, Hudson-Sharp Machine Co., Green Bay, Wis.; W. B. Bronander, Jr., Scandia Manufacturing Co., North Arlington, N. J., and Mills W. Waggoner, Better Packages, Inc., Shelton, Conn.

W. B. Bronander, Jr., was chairman of the meeting committee. The recorded attendance at the meeting was largest in the history of the Institute.

Vibratone gives an effect of cleanliness to the entire package. The background patterns allow more white to show through, wherever this is desirable. This gives the package a lighter, livelier effect when seen either close-up, or from a distance.

a glossary of Kenya coffee terms

(Continued from page 45)

brightness or brilliancy results from clean and thorough fermentation and good, slow, sun drying. Dullness is frequently the result of under-drying.

2. *Center-cut*—The center-cut is the dividing line, covered

with a silver skin, running through the center of the flat side of the coffee bean. After roasting, this center-cut, in a fine quality coffee, stands out clean and white, and usually goes hand-in-hand with a bright roast. Brown center-cuts should be avoided. The causes are under-fermentation, unclean fermentation, and occasionally delay in drying.

3. *Evenness*—Even coffee is one which is roasted with every bean bright and brilliant, and with center-cuts white—or at least not too badly irregular—and with few or no defectives.

Causes of unevenness in the roast are immature picking, insufficient separation of lighter coffee in the estate washing channel, uneven fermentation of the different pickings which make up the complete consignment, and uneven drying.

4. *General*—Softs, Pales, Semi-pales—good quality coffee is often spoiled by the presence of "softs." Soft beans have no grain, are of a dull, yellow color, and full pales stink when crushed or ground. "Pales" come from immature or drought-affected coffee, and are beans with little or no grain. These can largely be eliminated in the washing channel. "Amber" beans and "green parchment" beans frequently cause "pales" in the roast.

Mottled—Mottled beans are caused by uneven drying. They are not always very detrimental to cupping when the coffee is fresh but coffee of this type will not keep long, and deteriorates in transit to London.

Ragged, ugly—misshaped beans, semi-elephants, etc.

Hard—a desirable roast with a dark grain which, when crushed or ground, gives the full and desirable aroma of coffee.

Open—an open bean is one in which the center-cut is

The illustration depicts the coffee supply chain from bean to consumer. On the left, a large pile of coffee beans is shown. In the center, a small ship is at sea, with two figures on horseback nearby. To the right, two coffee processing facilities are shown: one labeled 'San Francisco' and another labeled 'Los Angeles'. The facilities include buildings, chimneys, and palm trees, suggesting a tropical or subtropical environment.

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inclined to part on roasting. Some open beans derive from
lighter coffee and, of these, some can be eliminated in the
washing channel, and some by air separators at the curing
works, but all open beans are not necessarily coffee.

Liquor

1. *Fruity*—A flavor suggestive of fermenting fruit pulp.
The early crop from many high altitude estates is slightly
fruity, and the flavor may therefore be said, in these cases,
to be inherent to particular soils, climatic or growth con-
ditions. In other cases, a fruity flavor may be caused by
picking over-ripe coffee, or by some fault in preparation. It
is very often an early stage of a less objectionable form of
the flavor sourness described as—

2. *Sourish, Sour*—Unpleasant flavor, suggestive of rotting
coffee pulp, also suggestive of mbuni flavor.

Caused by faulty factory work, improper fermentation
resulting in a continuation of the fermentation process dur-
ing the earlier stages of drying. Delayed drying causing a
heating of the coffee. Excess fermentation with many skins.
Discolored pulper-nipped beans a frequent cause.

3. *Greenish, Green*—A flavor suggestive of hay. More
common in early pickings and in some coffees the flavor is
lost a few weeks after curing. Seldom found in coffees
which have been really thoroughly dried.

4. *Grassy*—A very pronounced "green" flavor. Invari-
ably caused by improper drying or by damp storage after
drying.

5. *Strong*—While this term appears self-explanatory, it
should be noted that it is used to describe an unbalanced
strength. Sometimes unpleasant. A flavor frequently in-
herent to soil, climatic conditions, or conditions of growth.

Amber beans and green parchment (both causes un-
defined) produce a strong flavor.

6. *Harsh*—Self-descriptive. A harshness of body. Coffee
of immature raw appearance (not necessarily green cherry)
frequently has the harsh flavor. Drought-stricken or over-
bearing trees producing mottled cherry very frequently give
this flavor. A remedy is to pick the crop from such trees
separately.

7. *Common*—Poor liquor, lacking acidity, cause some-
times the same as in the case of harsh flavor.

8. *Woody*—A flavor peculiar to old coffee. Coffee
stored in Nairobi or at the coast tends to develop this
flavor—quicker than in London—any time after six months.

9. *Earthy*—Self-explanatory. Caused through faulty dry-
ing, often on grass.

10. *Musty*—Self-explanatory. Caused by piling or
bagging very wet parchment, or parchment getting wet
after being dried (see color of raw appearance).

11. *Unclean*—Almost foul.

12. *Foul*—Quite foul. Objectionable liquor often similar
to rotten coffee pulp. Sometimes the most advanced stage of
fruity and sour coffees. Cause invariably bad factory prepa-
ration or polluted water being used. It must be noted that
one badly discolored pulper-nipped bean is sufficient to give
a foul cup to an otherwise good liquor.

13. *Tainted*—A term used to denote the presence of
flavors which are foreign to good clean liquor, but which
cannot be clearly defined or placed in any of the above cate-
gories. At the request of planters, the term "taint" is not
now used, and is substituted by the phrase "unclassified
flavor." Where the foreign flavor can be defined, it is of
course noted.

Out of the grinder

Coffee merchandising manual

prepared by student wins bond

Distributive education students in Roanoke, Va., schools work as part-time employees for the various industries which take part in that phase of the school program.

One of the projects a student must undertake during this training period is to make a merchandising manual for whatever work he is interested in.

Last spring, Jefferson High School student James Long worked for a wholesale grocery company during the distributive education course.

His manual was a study of coffee. The booklet covered the field so thoroughly that Mrs. Nettie Lee Kitchen, DE instructor, showed it to Harold Woods, Sr., manager of Woods Brothers Coffee Co.

The coffee company presented a \$25 defense bond to Long in recognition of the excellent research he did in compiling the booklet, and announced that the manual will be used in the company's salesman training program.

Courts to offer coffee?

Mystery comparable to the discovery of a new atomic weapon surrounded the introduction of coffee pots and radios into detention pens in New York City's magistrate courts, The New York Times reports.

The hush-hush attitude was reflected by officials of the Department of Correction after it was learned that radios, electric stoves and coffee pots had been delivered by the department to the Brooklyn Adolescent Court and the Flatbush Magistrate's Court.

The department was weighing the possibility that court attendants, as well as prisoners, might use the equipment and provisions to establish their own snack bar.

Now—Duncan Hines coffeemaker

The Duncan Hines name has entered the appliance field for the first time. An automatic electric coffeemaker, bearing the Duncan Hines name, was introduced in Minneapolis.

Called the "Duncan Hines Jet-O-Mat", this automatic coffeemaker makes coffee without boiling, according to the manufacturer, Jet-O-Matic, Inc., of that city.

The jet pump principle of the appliance forces water through the coffee grounds in a specially designed filter dome, without boiling the water or the coffee, the manufacturer states.

"I have tried many different ways to make coffee," Mr. Hines explained. "And the new Jet-O-Matic Coffeemaker provides the easiest, simplest way to make a good cup of coffee that I have ever tried. This is the first appliance to bear my name. I am proud of it,

for it puts into practical operation a principle of good coffeemaking that I have long advocated—and that is you should brew out only the goodness of the coffee and not boil out the acrid oils."

The product was developed by inventor Maurice Graham, who is also president of the manufacturing company.

The product, which will go on the market shortly, is being manufactured and distributed by Jet-O-Mat, Inc., under license by the Duncan Hines Institute, Ithaca, N. Y.

The Institute handles the non-food business activities of Duncan Hines.

Executive officer is Roy H. Park.

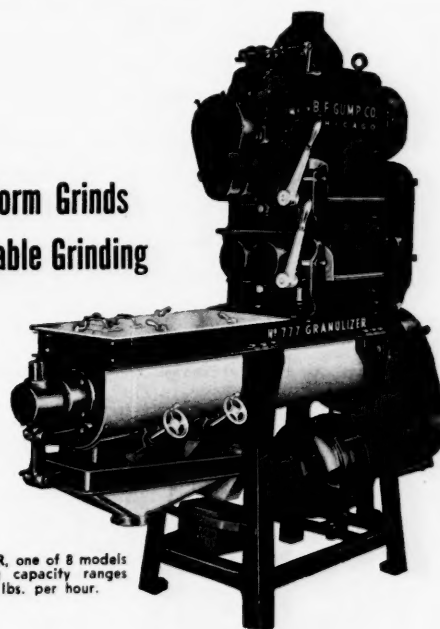
The coffeemaker is completely automatic, being set at the factory.

Other features of the coffeemaker: It makes eight cups in 14 minutes, three cups in five and one-half minutes, it signals when done, shuts off automatically, and keeps the coffee hot as long as it is plugged in.

The decision to enter the appliance field was based in part on the fact that only 14 per cent of American homes equipped with electricity have any type of electric coffeemaker. Officials estimate there is a market of more than 36,000,000 homes for coffeemakers.

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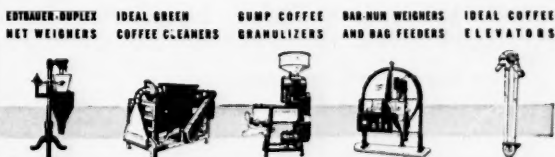
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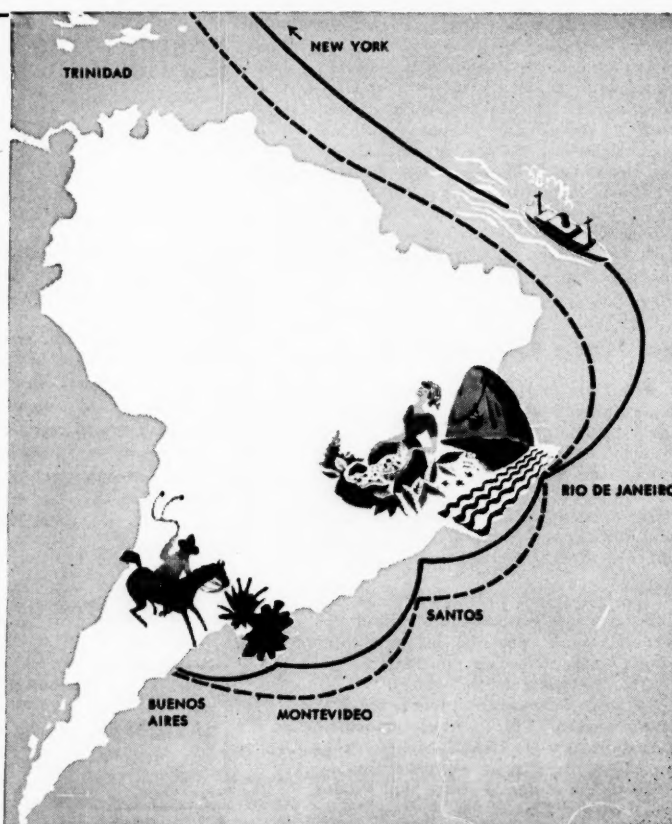


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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebank's Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cbsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
ML—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAUTLA			
12/11	Lempa	UFruit	Cristobal ² 12/18 Ho12/24 N012/28
12/16	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/26	Choloma	UFruit	Cristobal ² 1/3 Ho1/10 N01/14
12/28	Majorka	UFruit	Cristobal ² 1/1 NY1/10
1/2	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
1/12	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/25	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/11	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3
ACAPULCO			
12/16	Anchor Hitch	Grace	Cristobal ¹ 12/30
1/2	Cstl Nomad	Grace	Cristobal ¹ 1/16
AMAPALA			
12/21	Anchor Hitch	Grace	Cristobal ¹ 12/30
12/22	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/23	Majorka	UFruit	Cristobal ² 1/1 NY1/10
12/29	Cstl Avnturer	Grace	LA1/15 SF1/16 Se1/22
1/7	Cstl Nomad	Grace	Cristobal ² 1/16
1/7	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/21	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/7	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3
ANGRA DOS REIS			
12/29	Forester	PAB	LA1/17 SF1/19 Val/26 Se1/27 Po1/30
12/30	Ravnanger	Wes-Lar	LA1/26 SF1/29 Po2/4 Se2/6 Va2/8
1/31	Trader	PAB	LA2/19 SF2/19 Va2/28 Se3/1 Po3/4
2/28	Seafarer	PAB	LA3/19 SF3/21 Va3/29 Se3/30 Po4/2
BARRANQUILLA			
12/12	Vindeggen	UFruit	NY12/22
12/13	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
12/15	Levers Bend	UFruit	N012/27

SAILS	SHIP	LINE	DUE
12/18	Cape Avinof	UFruit	NY12/28
12/25	Cape Cod	UFruit	NY1/4
12/29	C. G. Thulin	UFruit	N01/10
1/2	Vindeggen	UFruit	NY1/12
1/4	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
1/8	Cape Avinof	UFruit	NY1/18
1/12	Levers Bend	UFruit	N01/24
1/15	Cape Cod	UFruit	NY1/25
1/21	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3
1/22	Vindeggen	UFruit	NY2/1
1/26	A Steamer	UFruit	N02/7

BARRIOS

12/12	Leon	UFruit	Ho12/16 N012/19
12/17	Byfjord	UFruit	Ho12/23 N012/26
12/19	Mataura	UFruit	NY12/26
12/24	Mayari	UFruit	Ho12/29 N01/1
12/26	Copan	UFruit	NY1/2
12/31	Fiador Knot	UFruit	Ho1/6 N01/9
1/2	Mabay	UFruit	NY1/9
1/6	Leon	UFruit	Ho1/10 N01/13
1/10	Manauqui	UFruit	N11/17
1/13	Byfjord	UFruit	Ho1/17 N01/20
1/17	Mataura	UFruit	NY1/24
1/20	Mayari	UFruit	Ho1/24 N01/27
1/23	Copan	UFruit	NY1/30
1/27	Fiador Knot	UFruit	Ho1/31 N02/3
1/30	Vindeggen	UFruit	NY2/6

BUENAVENTURA

12/13	Santa Margarita	Grace	NY12/21
12/18	La Heve	Independence	LA12/30 SF1/1 Val/7 Se1/9 Po1/11
12/19	Shipper	Gulf	Ho12/30 N01/2
12/20	Santa Isabel	Grace	NY12/28
12/27	Santa Barbara	Grace	NY1/4
12/29	Santa Elisa	Grace	LA1/7 SF1/9 Se1/16
1/2	Banker	Gulf	Ho1/13 N01/16

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PHILADELPHIA—B. H. Sobelman & Co., Inc., Bourse Bldg.

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SAILS	SHIP	LINE	DUE
1/3	Santa Maria	Grace	NY1/11
1/15	Santa Eliana	Grace	LA2/18 SF2/20 Se2/27
1/16	Farmer	Gulf	Ho1/27 N01/30
1/22	La Coubre	Independence	LA2/3 SF2/5 Po2/10 Se2/12 Va2/13
1/31	Wyoming	Independence	LA2/14 SF2/18 Va2/24 Se2/28 Po3/2
2/9	Santa Eliana	Grace	LA2/18 SF2/20 Se2/27

CARTAGENA

12/11	Santa Paula	Grace	NY12/15
12/16	Levers Bend	UFruit	N012/27
12/18	Santa Rosa	Grace	NY12/22
12/19	Cape Avinof	UFruit	NY12/28
12/25	Santa Paula	Grace	NY12/29
12/26	Cape Cod	UFruit	NY1/4
12/30	C. G. Thulin	UFruit	N01/10
1/1	Santa Rosa	Gr.ce	NY1/5
1/8	Santa Paula	Grace	NY1/12
1/9	Cape Avinof	UFruit	1/18
1/13	Levers Bend	UFruit	N01/24
1/16	Cape Cod	UFruit	NY1/25
1/23	A Steamer	UFruit	NY2/1
1/27	A steamer	UFruit	N02/7

CHAMPERICO

1/5	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
1/28	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/14	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

CORINTO

12/15	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/21	Majorka	UFruit	Cristobal ² 1/1 NY1/10
12/21	La Heve	Independence	LA12/30 SF1/1 Val/7 Se1/9 Pol/11
12/23	Anchor Hitch	Grace	Cristobal ¹ 12/30
12/27	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
1/5	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/9	Cstl Nomad	Grace	Cristobal ¹ 1/16
1/19	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
1/25	La Coubre	Independence	LA2/3 SF2/5 Po2/10 Se2/12 Va2/13
2/5	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

CRISTOBAL

12/15	Santa Margarita	Grace	NY12/21
12/21	Levers Bend	UFruit	N012/27
12/22	Santa Isabel	Grace	NY12/28
12/26	Mabella	UFruit	NY1/2
12/29	Santa Barbara	Grace	NY1/4
1/3	Majorka	UFruit	NY1/10
1/4	C. G. Thulin	UFruit	N01/10
1/5	Santa Maria	Grace	NY1/11
1/17	Marna	UFruit	NY1/24
1/18	Levers Bend	UFruit	N01/24
2/1	A Steamer	UFruit	N02/7

DAR es SALAAM

12/13	Kenneth McKay Lykes	N01/28
12/24	Afr Lightning	Farrell NY1/26
12/28	Silvermoon	JavPac LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/4	Silindoen	Royal Inter LA2/16 SF2/25 Se3/2 Va3/3 Po3/19
1/7	Leslie	Lykes N02/19
1/9	Afr Planet	Farrell NY2/8
1/27	Samarinda	JavPac LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
2/3	Karsik	Royal Inter LA3/16 SF3/35 Se3/30 Va4/1 Po4/17

EL SALVADOR

12/10	La Baule	Independence	LA12/17 SF12/19 Va12/24 Se12/27 Po12/30
12/13	Washington	French	LA12/21 SF12/24 Va12/28 Se12/31 Po1/2
12/23	La Heve	Independence	LA12/30 SF1/1 Va1/7 Se1/9 Po1/11
1/1	Tritone	Italian	LA1/10 SF1/13 Va1/19 Se1/23 Po1/29
1/4	Winnipeg	French	LA1/14 SF1/18 Va1/24 Se1/28 Po1/30
1/23	Neride	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1/27	La Coubre	Independence	LA2/3 SF2/5 Po2/10 Se2/12 Va2/13

GUATEMALA

12/11	La Baule	Independence	LA12/17 SF12/19 Va12/24 Se12/27 Po12/30
12/16	Washington	French	LA12/21 SF12/24 Va12/28 Se12/31 Po1/2
12/24	La Heve	Independence	LA12/30 SF1/1 Va1/7 Se1/9 Po1/11
1/2	Tritone	Italian	LA1/10 SF1/13 Va1/19 Se1/23 Po1/29
1/8	Winnipeg	French	LA1/14 SF1/18 Va1/24 Se1/28 Po1/30

COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DUE
1/24	Nereide	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1/28	La Coubre	Independence	LA2/5 SF2/5 Po2/10 Se2/12 Va2/13

GUAYAQUIL

12/25	Santa Elisa	Grace	LA1/7 SF1/9 Se1/16
2/5	Santa Eliana	Grace	LA2/18 SF2/20 Se2/27

LA LIBERTAD

12/13	Lempa	UFruit	Cristobal ² 12/18 Ho12/24 N012/28
12/18	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/20	Anchor Hitch	Grace	Cristobal ¹ 12/30
12/27	Majorka	UFruit	Cristobal ² 1/1 NY1/10
12/28	Choloma	UFruit	Cristobal ² 1/3 Ho1/10 N01/14
12/31	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
1/16	Cstl Nomad	Grace	Cristobal ¹ 1/16
1/11	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/23	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/9	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

LA UNION

12/15	Lempa	UFruit	Cristobal ² 12/18 Ho12/24 N012/28
12/20	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/22	Anchor Hitch	Grace	Cristobal ¹ 12/30
12/25	Majorka	UFruit	Cristobal ² 1/1 NY1/10
12/30	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
12/31	Choloma	UFruit	Cristobal ² 1/3 Ho1/10 N01/14
1/8	Cstl Nomad	Grace	Cristobal ¹ 1/16
1/9	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/22	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/8	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

LIMON

12/15	Vindeggen	UFruit	NY12/22
12/19	Levers Bend	UFruit	N012/27
12/22	Cape Avinof	UFruit	NY12/28
12/29	Cape Cod	UFruit	NY1/4
1/2	C. G. Thulin	UFruit	N01/10
1/5	Vindeggen	UFruit	NY1/12
1/12	Cape Avinof	UFruit	NY1/18
1/16	Levers Bend	UFruit	N01/24
1/19	Cape Cod	UFruit	NY1/25
1/26	A Steamer	UFruit	NY2/1
1/30	A Steamer	UFruit	N02/7

LOBITO

12/12	Del Oro	Delta	N01/5
12/16	Afr Dawn	Farrell	NY1/12
12/23	Afr Glen	Farrell	NY1/16
12/26	Roseville	Am-W Afr	NY1/31
1/4	Del Campo	Delta	N01/28
1/17	Afr Pilgrim	Farrell	NY2/7
1/22	Del Rio	Delta	N02/15
1/25	Hopeville	Am-W Afr	NY2/28

LOURENCO MARQUES

12/23	James McKay	Leslie	N01/28
1/3	Leslie	Lykes	Gulf 2/24

LUANDA

12/13	Afr Dawn	Farrell	NY1/12
12/20	Afr Glen	Farrell	NY1/16
12/24	Roseville	Am-W Afr	NY1/31
12/30	Del Campo	Delta	N01/28
1/14	Afr Pilgrim	Farrell	NY2/7
1/17	Del Rio	Delta	N02/15
1/23	Hopeville	Am-W Afr	NY2/28

MARACAIBO

12/13	Santa Clara	Grace	Pa12/21 NY12/22
12/15	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
12/20	Santa Sofia	Grace	NY12/29
12/27	Santa Monica	Grace	Pa1/4 NY1/5
1/3	Santa Clara	Grace	NY1/12
1/7	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
1/24	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

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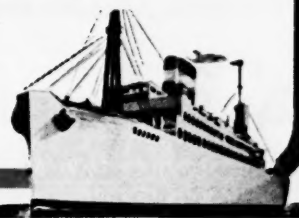
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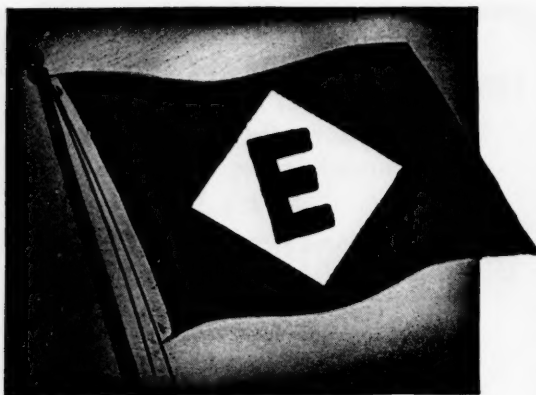
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SAILS SHIP LINE DUE

MATADI

12/10	Afr Dawn	Farrell	NY1/12
12/17	Afr Glen	Farrell	NY1/16
12/22	Roseville	Am-W Afr	NY1/31
12/27	Del Campo	Delta	N01/28
1/11	Afr Pilgrim	Farrell	NY2/7
1/14	Del Rio	Delta	N02/15
1/21	Hopeville	Am-W Afr	NY2/28

MOMBASA

12/20	Afr Lightning	Farrell	NY1/26
12/24	Kenneth McKay	Lykes	N01/28
12/28	Kettering	Robin	NY2/14
12/30	Silvermoon	JavPac	LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/4	Silindoeng	Royal Inter	LA2/16 SF3/2 Va3/3 Po3/19
1/5	Afr Planet	Farrell	NY2/8
1/16	Wentley	Robin	NY3/8
1/16	Leslie	Lykes	N02/19
1/30	Samarinda	JavPac	LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
2/3	Karsik	Royal Inter	LA3/16 SF3/25 Se3/30 Va4/1 Po4/17

PARANAGUA

12/10	Argentina	Lloyd	NY12/30
12/12	Mormacland	Mormac	LA1/8 SF1/12 Val/7 Se1/19 Po1/21
12/14	Mormachawk	Mormac	Bal/2 Pal/4 NY1/6 Bo1/8 Hal/10
12/15	Nopal Branco	Nopal	N01/4 Ho1/7
12/17	Sunnanland	Brodin	Bal/3 NY1/5 Bo1/7 Pal/9
12/20	Mormacsurf	Mormac	Jx1/9 Bal/12 Pal/14 Bo1/16 NY1/18
12/22	Arendsdyk	Hol-Int	NY1/11 Bo1/13 Pal/15 Bal/16 HR1/17
12/23	Forester	PAB	LA1/17 SF1/19 Val/26 Se1/27 Po1/30
12/24	Mormacdawn	Mormac	NY1/12 Bo1/14 Pal/16 Bal/18 Nf1/19
12/25	Nicaragua	Lloyd	N01/16 Ho1/21
12/25	Guatemala	Lloyd	NY1/13
12/27	Ravnanger	Wes-Lar	LA1/26 SF1/29 Po2/4 Se2/6 Va2/8
12/27	Buenos Aires	Stockard	Bo1/13 NY1/14 Bal/16 Pal/18
12/28	Del Alba	Delta	N01/19 Ho1/24
12/28	Mormacwren	Mormac	Bal/15 Pal/17 Bo1/19 NY1/20
12/31	Alcyon	IFC	NY1/22 Pal/25 Bal/27 Bo1/29 Hal/31
1/2	Itajai	Brodin	Bal/21 NY1/23 Bo1/25 Pal/27
1/4	Bow Canada	IFC	NY1/20 Pal/23 Bal/25 Bo1/27 Hal/29
1/4	Mormacmail	Mormac	Bal/23 Pal/25 NY1/27 Bo1/29 Hal/31
1/4	Mormacgulf	Mormac	LA1/29 SF2/1 Va2/7 Se2/9 Po2/11
1/9	Del Viento	Delta	N02/1 Ho2/6
1/12	Peter Jebson	Nopal	N02/2 Ho2/5
1/12	Aagtedyk	Hol-Int	NY2/1 Bo2/3 Pa2/5 Ba2/6 HR2/7
1/27	Trader	PAB	LA2/19 SF2/21 Va2/28 Se3/1 Po3/4
1/27	Del Valle	Delta	N02/18 Ho2/23
2/5	Mormacrey	Mormac	LA3/4 SF3/8 Va3/13 Se3/15 Po3/17
2/13	Del Monte	Delta	N03/5 Ho3/10
2/22	Seafarer	PAB	LA3/19 SF3/21 Va3/29 Se3/30 Po4/2

PORT SWETTENHAM

12/15	Arthur	Am-Pres	NY1/31 Bo2/5
12/28	British	Prince	Ha2/3 Bo2/6 NY2/7 Ba2/14
12/29	Bronxville	Barb-Frn	Gulf 2/16
12/31	McKinley	Am-Pres	NY2/15 Bo2/20
1/11	Grant	Am-Pres	NY2/27 Bo3/4
1/14	Belleville	Barb-Frn	Gulf 3/3
1/28	Eastern	Prince	Ha3/6 Bo3/9 NY3/10 Ba3/16
1/30	Fernhill	Barb-Frn	Gulf 3/19
2/7	Buchanan	Am-Pres	NY3/26 NY3/31
2/14	Leoville	Barb-Frn	Gulf 4/3
2/26	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
3/29	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13

PUERTO CABELLO

12/23	Santa Paula	Grace	NY12/29
12/30	Santa Rosa	Grace	NY15
1/6	Santa Paula	Grace	NY1/12

PUNTARENUS

12/12	Mabella	UFruit	Cristobal ² 12/25 NY1/2
12/18	Majorka	UFruit	Cristobal ² 1/1 NY1/10
12/20	La Heve	Independence	LA12/30 SF1/1 Val/7 Se1/9 Po1/11
12/22	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
12/27	Anchor Hitch	Grace	Cristobal ¹ 12/30
12/29	Tritone	Italian	LA1/10 SF1/13 Val/19 Se1/23 Po1/29
1/2	Marna	UFruit	Cristobal ² 1/16 NY1/24
1/13	Cstl Nomad	Grace	Cristobal ² 1/16

SAILS	SHIP	LINE	DUE
1/14	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
1/20	Nereide	Italian	LA2/2 SF2/5 Va2/11 Se2/15 Po2/19
1/24	La Coubre	Independence	LA2/3 SF2/5 Po2/10 Se2/12 Va2/13
1/31	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

RIO de JANEIRO

12/12	Alwaki	Hol-Int	NY12/28 Bo12/30 Pal/1 Ba1/3 HR1/5
12/13	Mormacdove	Mormac	NY12/27 Bo12/29 Pal2/31 Ba1/2 NF1/3
12/14	Del Santos	Delta	N012/31 Hol/5
12/16	Argentina	Lloyd	NY12/30
12/19	Nopal Branco	Nopal	N01/4 Hol/7
12/21	Summanland	Brodin	Ba1/3 NY1/5 Bo1/7 Pl1/9
12/23	Uruguay	Mormac	NY1/4
12/24	Del Mar	Delta	N01/7
12/26	Arendedyk	Hol-Int	NY1/11 Bo1/13 Pal/15 Ba1/16 HR1/17
12/28	Mormacgulf	Mormac	LA1/29 SF2/1 Va2/7 Se2/9 Po2/11
12/28	Nicaragua	Lloyd	N01/16 Hol/21
12/29	Mormacdawn	Mormac	NY1/12 Bo1/14 Pal/16 Ba1/18 NF1/19
12/30	Forester	PAB	LA1/17 SF1/19 Va1/26 Se1/27 Po1/30
12/31	Guatemala	Lloyd	NY1/13
1/2	Del Alba	Delta	N01/19 Hol/24
1/2	Ravnanger	Wes-Lar	LA1/26 SF1/29 Po2/4 Se2/6 Va2/8
1/6	Itajai	Brodin	Ba1/21 NY1/23 Bo1/25 Pal/27
1/9	Mormacmail	Mormac	NY1/27 Ba1/29 Ba1/23 Pal/25 Ha1/31
1/9	Del Norte	Delta	N01/22
1/13	Argentina	Mormac	NY1/25
1/15	Del Viento	Delta	N02/1 Ho2/6
1/16	Peter Jebsen	Nopal	N02/2 Ho2/5
1/16	Aagtedyk	Hol-Int	NY2/1 Bo2/3 Pa2/5 Ba2/6 HR2/7
1/21	Del Sud	Delta	N02/4
1/27	Mormacrey	Mormac	LA3/4 SF3/8 Va3/13 Se3/15 Po3/17
2/1	Trader	PAB	LA2/29 SF2/21 Va2/28 Se3/1 Po3/4
2/1	Del Valle	Delta	N02/18 Ho2/23
2/11	Del Mar	Delta	N02/25
2/19	Del Monte	Delta	N03/5 Ho3/10
2/25	Del Norte	Delta	N03/11
3/1	Seafarer	PAB	LA3/19 SF3/21 Va3/29 Se3/30 Po4/2

SAN JOSE

12/19	Anchor Hitch	Grace	Cristobal 12/30
1/4	Cstl Avnturer	Grace	LA1/13 SF1/16 Se1/22
1/5	Cstl Nomad	Grace	Cristobal 1/16
1/27	Anchor Hitch	Grace	LA2/5 SF2/8 Se2/14
2/13	Cstl Nomad	Grace	LA2/22 SF2/25 Se3/3

SANTOS

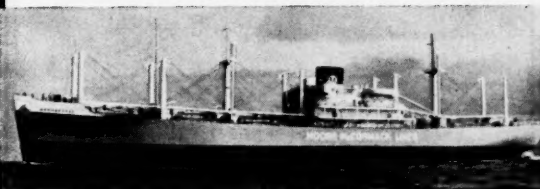
12/10	Mormacland	Mormac	LA1/8 SF1/12 Va1/17 Se1/19 Po1/21
12/10	Alwaki	Hol-Int	NY12/28 Bo12/30 Pal/1 Ba1/3 HR1/5
12/12	Del Santos	Delta	N012/31 Hol/5
12/12	Mormacdove	Mormac	NY12/27 Bo12/29 Pal2/31 Ba1/2 NF1/3
12/15	Argentina	Lloyd	NY12/30
12/17	Nopal Branco	Nopal	N01/4 Hol/7
12/18	Mormachawk	Mormac	Ba1/2 Pal/4 NY1/6 Bo1/8 Hal/10
12/19	Summanland	Brodin	Ba1/3 NY1/5 Bo1/7 Pal/9
12/21	Uruguay	Mormac	NY1/4
12/23	Del Mar	Delta	N01/7
12/24	Arendedyk	Hol-Int	NY1/11 Bo1/13 Pal/13 Ba1/16 HR1/17
12/24	Mormacsurf	Mormac	Jx1/9 Ba1/12 Pal/14 Bo1/16 NY1/18
12/27	Nicaragua	Lloyd	N01/16 Hol/21
12/28	Forester	PAB	LA1/17 SF1/19 Va1/26 Se1/22 Po1/30
12/28	Mormacdawn	Mormac	NY1/12 Bo1/14 Pal/16 Ba1/18 NF1/19
12/30	Ravnanger	Wes-Lar	LA1/26 SF1/29 Po2/4 Se2/6 Va2/8
12/30	Guatemala	Lloyd	NY1/13
12/30	Del Alba	Delta	N01/19 Hol/24
12/31	Mormacwren	Mormac	Ba1/15 Pal/17 Bo1/19 NY1/20
1/3	Alcyon	IFC	NY1/22 Pal/25 Ba1/27 Bo1/29 Ha1/31
1/5	Itajai	Brodin	Ba1/21 NY1/23 Bo1/25 Pal/27
1/7	Bow Canada	IFC	NY1/20 Pal/23 Ba1/25 Bo1/27 Ha1/29
1/8	Mormacmail	Mormac	Ba1/23 Pal/25 NY1/27 Bo1/29 Ha1/31
1/8	Del Norte	Delta	N01/22
1/11	Argentina	Mormac	NY1/25
1/13	Del Viento	Delta	N02/1 Ho2/6
1/14	Aagtedyk	Hol-Int	NY2/1 Bo2/3 Pa2/5 Ba2/6 HR2/7
1/14	Peter Jebsen	Nopal	N02/2 Ho2/5
1/20	Del Sud	Delta	N02/4
1/30	Del Valle	Delta	N02/18 Ho2/23
1/30	Trader	PAB	LA2/19 SF2/21 Va2/28 Se3/1 Po3/4
2/3	Mormacrey	Mormac	LA3/4 SF3/8 Va3/13 Se3/15 Po3/17
2/17	Del Monte	Delta	N03/5 Ho3/10
2/24	Del Norte	Delta	N03/11
2/27	Seafarer	PAB	LA3/19 SF3/21 Va3/29 Se3/30 Po4/2

TAMPICO

12/21	Krageholm	Swed-Am	Ha1/4 St Jol/6
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DECEMBER, 1953

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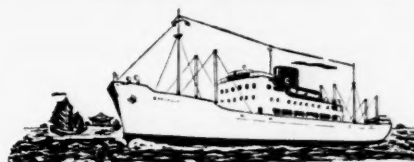
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SAILS	SHIP	LINE	DUE
1/15	Tunaholm	Swed-Am	Ha2/6 St Jo2/9
2/8	Krageholm	Swed-Am	Ha3/2 St Jo3/4

VERA CRUZ

12/16	Krageholm	Swed-Am	Ha1/4 St Jo1/6
1/13	Tunaholm	Swed-Am	Ha2/6 St Jo2/9
2/6	Krageholm	Swed-Am	Ha3/2 St Jo3/4

VICTORIA

12/16	Del Santos	Delta	N012/31 Ho1/5
12/30	Nicaragua	Lloyd	N01/16 Ho1/21
1/4	Del Alba	Delta	N01/19 Ho1/24
1/17	Del Viento	Delta	N02/1 Ho2/6
2/3	Del Valle	Delta	N02/18 Ho2/23
2/20	Del Monte	Delta	N03/5 Ho3/10

TEA BERTHS

CALCUTTA

12/27	Exchange	AM-Exp	Bo NY Pa Ba Nf
1/1	Exchange	Am-Exp	Bo NY Pa Ba Nf
1/8	Kertosono	JavPac	SF2/7 LA2/12 Po2/25 Se3/4 Va3/8
1/10	City Shrewsbury	Eil-Buck	Ha2/20 St Jo2/23
2/8	Rempang	JavPac	SF3/10 LA3/15 Po3/28 Se4/4 Va4/8

COCHIN

12/10	Cingalese	Prince	Ha1/3 Bo1/6 NY1/7 Ba1/15
12/12	Polk	Am-Pres	NY1/17 Bo1/22
12/26	Arthur	Am-Pres	NY1/31 Bo2/5
1/10	British	Prince	Sa2/3 Bo2/6 NY2/7 Ba2/14
1/11	McKinley	Am-Pres	NY2/15 Bo2/20
1/21	Silverbeam	JavPac	LA3/6 SF3/10 Po3/16Se3/19 Va3/21
2/10	Eastern	Prince	Ha3/6 Bo3/7 NY3/10 Ba3/16
2/18	Buchanan	Am-Pres	NY3/16 Bo3/31
2/21	Silvercrest	JavPac	LA4/3 SF4/7 Po4/14 Se4/17 Va4/19
3/10	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
5/10	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13

COLOMBO

12/11	Excelsior	Am-Exp	Bo NY Pa Ba Nf
12/19	Glenville	Barb-Frn	Gulf2/1
12/23	Arthur	Am-Pres	NY1/31 Bo2/5
1/1	Exchange	Am-Exp	Bo NY Pa Ba Nf
1/3	Bronxville	Barb-Frn	Gulf2/16
1/7	British	Prince	Ha2/3 Bo2/6 NY2/7 Ba2/14
1/7	Else	Maersk	NY2/11
1/8	McKinley	Am-Pres	NY2/15 Bo2/20
1/19	Belleville	Barb-Frn	Gulf3/3
1/19	Grant	Am-Pres	NY2/27 Bo3/4
2/3	Monroe	Am-Pres	NY3/14 Bo3/19
2/4	Fernhill	Barb-Frn	Gulf3/19
2/7	Oluf	Maersk	NY3/16
2/7	Eastern	Prince	Ha3/6 Bo3/9 NY3/10 Ba3/16
2/19	Leoville	Barb-Frn	Gulf4/3
3/7	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
5/7	Cingalese	Prince	Ha6/3 Bo4/6 NY6/7 Ba6/13

DJAKARTA

12/11	British	Prince	Ha2/3 Bo2/6 NY2/7 Ba2/14
12/12	Bronxville	Barb-Frn	Gulf2/16
12/16	Else	Maersk	NY2/11
12/28	Belleville	Barb-Frn	Gulf3/3
1/8	Eastern	Prince	Ha3/6 Bo3/9 NY3/10 Ba3/16
1/8	Mallory	Lykes	N02/28
1/12	Fernhill	Barb-Frn	Gulf3/19
1/16	Oluf	Maersk	NY3/16
1/28	Leoville	Barb-Frn	Gulf4/3
2/6	Javanese	Prince	Ha4/3 Bo4/6 NY4/7 Ba4/14
4/9	Cingalese	Prince	Ha6/3 Bo6/6 NY6/7 Ba6/13

HONG KONG

12/12	Lake	Pioneer	NY1/16
12/13	Hawaii Bear	PacFar	SF12/31 LA1/4
12/16	America	PacTrans	SF1/6 LA1/8
12/18	Chastine	Maersk	NY1/28

(Continued on page 68)

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
1952							
July	1,300	756	756	1,512	754	406	1,160
August	1,130	645	458	1,103	659	352	1,011
September	1,772	974	514	1,488	1,021	366	1,387
October	1,724	1,182	819	2,001	1,036	436	1,572
November	1,235	760	557	1,317	773	296	1,069
December	2,002	955	894	1,849	822	216	1,038
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,475	576	744	1,320	475	374	849
July	1,561	734	949	1,683	624	470	1,094
August	1,079	408	630	1,038	712	38	750
September	2,157	1,090	836	1,926	724	401	1,125
October	1,313	732	766	1,498	720	483	1,203
November	1,551	761	701	1,388	863	365	1,228

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

The trade is watching the reports on the size of the coming crop in Brazil, and sometimes it's like trying to keep your eye not on one ball, but on several at the same time.

U.S.D.A. issued an estimate of 15,160,000 bags of exportables. From Brazil the figure on exportables is about 14,150,000 bags. That's an appreciable difference.

An interesting firsthand report comes from Kenneth Fairchild, of Fairchild & Bolte, well known New York coffee brokers, who just returned from a visit to Brazil.

Here's the way Mr. Fairchild sizes up the situation:

"In March, 1952, I returned from a visit to Brazil full of apprehension for the next crop, or to be exact, the end of the next crop, say April to June, 1953. Today I feel just as strongly that by the end of this crop year we will again be nearing the bottom of the barrel and by the following year we should hit the bottom.

"I base these facts on conversations with planters and brokers in Sao Paulo, plus this: there isn't a single planter I talked with who is receiving even 60 per cent of what he received last year. In the majority of cases, they talk in terms of one-third, and remember, this was going to be a bumper crop.

"What happened, of course, was the heavy 'quebra' or breakage. On October 20th, there were 4,024,688 bags registered from Sao Paulo. Of this amount, 2,183,342 had been liberated, leaving a balance of 1,841,246 to be liberated. How much more remains to be registered is not known, but it is generally conceded to be not over a million and a half.

"This is backed up by brokers, who tell me there just aren't any large offerings in the interior, that what offerings there are, are from 1,450 to 1,500 cruzeiros per bag, about 58.75¢ F.O.B., and they will bet that the price will not fall below this basis this year. It may well raise, due to further exchange manipulation, which in fact is the only dark cloud visible.

"What will Mr. Aranha's next move be? He has already caused large cruzeiro profits for those who believed the writing on the wall, and believe me, it was pretty plain for the second move made in October, and those who did not take advantage of it were definitely in the minority. The talk is, of course, that he will take care of the planter and see that he gets a just price for his product.

"The fact remains, however, that all these modifications must eventually be approved by Congress, and it is believed that Congress will demand a uniform ten cruzeiro bonus

(Continued on page 95)

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Ship sailings

(Continued from page 66)

12/20 Tamesis	Barb-Wn SF1/11 LA1/13 NY1/27
12/21 Wilson	Am-Pres SF1/8 LA1/13
12/25 Igadi	Stockard NY2/3 Pa2/5 Ba2/7
1/2 Taft	Am-Pres SF1/28 LA1/31
1/3 Johannes	Maersk NY2/13
1/5 Fernfield	Barb-Wn SF1/27 LA1/29 NY2/12
1/9 China Bear	PacFar SF1/28 LA2/1
1/11 Land	Pioneer NY
1/12 Cleveland	Am-Pres SF1/30
1/18 Trein	Maersk NY3/2
1/20 Tungus	Barb-Wn SF2/11 LA2/13 NY2/27
2/3 Nicoline	Maersk 3/16
2/5 Talleyrand	Barb-Wn SF2/27 LA3/1 NY3/15
2/18 Tungsha	Barb-Wn SF3/12 LA3/14 NY3/28

KOBE

12/11 Marine Arrow	PacFar SF12/25 LA12/27
12/11 Fernside	Barb-Wn SF12/27 YA12/29 NY1/12
12/15 Pierce	Am-Pres SF1/2 LA1/3
12/16 Lake	Pioneer NY1/16
12/18 Hawaii Bear	PacFar SF12/31 LA1/4
12/20 Japan	PacTrans SF1/6 LA1/8
12/22 Yamatsuki	Yamashita SF1/7 LA1/9 Cr1/19 NY1/24
12/23 Chastine	Maersk NY1/28
12/25 Wilson	Am-Pres SF1/8 LA1/12
12/28 Indian Bear	PacFar SF1/14 LA1/17
12/30 Marine Flier	PacFar SF1/16 LA1/18
12/30 Igadi	Stockard NY2/3 Pa2/5 Ba2/7
1/8 Johannes	Maersk NY2/13
1/10 Taft	Am-Pres SF1/28 LA1/30
1/11 Fernfield	Barb-Wn SF1/27 LA1/29 NY2/12
1/14 China Bear	PacFar SF1/28 LA2/1
1/15 Land	Pioneer NY Bo Pa Ba HR
1/25 Trein	Maersk NY3/2
1/26 Tungus	Barb-Wn SF2/11 LA2/13 NY2/27
2/5 Yamasato	Yamashita SF2/23 LA2/25 Cr3/7 NY3/12
2/10 Nicoline	Maersk NY3/16
2/18 Yamaharu	Yamashita SF3/8 LA3/10 Cr3/20 NY3/25

SHIMIZU

12/11 Maren	Maersk NY1/11
12/22 America	PacTrans SF1/6 LA1/8
12/24 Yamatsuki	Yamashita SF1/7 LA1/9 Cr1/19 NY1/24
12/26 Chastine	Maersk NY1/28
1/11 Johannes	Maersk NY2/13
1/17 Land	Pioneer NY
1/27 Trein	Maersk NY3/2
2/8 Yamasato	Yamashita SF2/23 A2/25 Cr3/7 NY3/12
2/12 Nicoline	Maersk NY3/16
2/21 Yamaharu	Yamashita SF3/8 LA3/10 Cr3/20 NY3/25

TANGA

12/17 Kenneth McKay Lykes	N01/28
12/21 Afr Lightning	Farrell NY1/26
12/29 Silvermoon	JavPac LA2/21 SF2/25 Po3/3 Se3/7 Va3/9
1/6 Afr Planet	Farrell NY2/8
1/12 Leslie	Lykes N02/19
1/29 Samarinda	JavPac LA3/21 SF3/25 Po3/31 Se4/5 Va4/7
1/4 Silindoeng	Royal Inter LA2/16 SF2/25 Se3/2 Va3/3 Po3/19
2/3 Karsik	Royal Inter LA3/16 SF3/25 Se3/30 Va4/1 Po4/17

YOKOHAMA


12/10 Philippine	PacTrans SF12/22 LA12/24
12/13 Fleetwood	PacFar
12/15 Maren	Maersk NY1/11
12/15 Fernside	Barb-Wn SF12/27 LA12/29 NY1/12
12/18 Lake	Pioneer NY1/16
12/19 Pierce	Am-Pres SF1/2 LA1/4
12/20 Hawaii Bear	PacFar SF12/31 LA1/4
12/23 America	PacTrans SF1/6 LA1/8
12/24 Trade Wind	PacFar
12/24 F.J. Luckenbach	PacFar SF1/9 LA1/11
12/25 Yamatsuki	Yamashita SF1/7 LA1/9 Cr1/19 NY1/24
12/27 Wilson	Am-Pres SF1/8 LA1/13
12/27 Marine Flier	PacFar SF1/16 LA1/18
12/30 Tamesis	Barb-Wn SF1/11 LA1/13 NY1/27

(Continued on page 95)

Editorials

hristmas, 1953

☞ To our many friends in the coffee industry, in tea, in spices and in flavors...in this country and in the many other countries of both hemispheres where these products are grown...to our readers and advertisers, in industry, in commerce and in government...to all our friends we extend our warm good wishes. ☞ We hope you have a really Merry Christmas and a New Year of well-being and prosperity. ☞ We only wish that we could extend these wishes to each of you, in person. ☞ After 76 years of service to our industries, we are confident they will continue to overcome all obstacles and move forward in 1954. ☞



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see world tea shortage in 1954

The world is running into a shortage of tea which will make itself felt between February and July, 1954.

This conclusion is underlined in a summary of the outlook for tea prepared by Clement M. Hakim, a leading New York City tea importer, in conjunction with J. G. Booth-Smith, of Chas. Hope & Son, London, internationally known tea figure.

Mr. Hakim has just returned from a four-week trip to England, Holland and France during which he met with members of the tea trade and examined the tea situation.

Here's how Mr. Hakim and Mr. Booth-Smith see the world's tea position, as of the end of November, 1953:

Production

Crops in the major producing areas have each shown definite trends downward this year, with Indonesia falling behind due to political reasons. Ceylon and South India helped by climatic and market conditions, and Northern India and Pakistan combining restrictive practices with climatic control.

The figures are as follows, in millions of pounds:

	1951	1952	1953 (estimated)	Difference
North India	510	508	490	-18
South India	115	113	125	+12
Pakistan	53	52	55	+3
Ceylon	326	316	340	+24
Indonesia	101	86	80	-6
Africa	38	36	35	-1
	1,143	1,111	1,125	-25 +39

These estimates are only rough and perhaps a little on the generous side, but the total figure should run between 1,120 and 1,130 million pounds, which will still be less than the 1951 crop.

Consumption

The two largest consuming countries, with the exception of producer-consumers, such as India and China, are the U. K. and the U.S.A. In both, consumption is definitely on the increase, a rise estimated at approximately 10 per cent.

Without delving into reasons and past history, the main contributing factors in the case of the U. K. are derationing, an abundant sugar supply, and T.V.; and in the U.S.A., propaganda, improvements in marketing, and the price factor against competitive drinks.

The estimated increase in consumption in both countries is about 25 million pounds in the U. K. and 10 million in the U.S.A.

The significant fact is that in the U. K. the increase has accelerated since the summer, and it may, therefore, be anticipated that next year the total consumption, which was 426 million pounds in 1952, may be as high as 500 million in 1954!

And in the U.S.A. the 80-million mark may well be 100 million at the end of the same year.

Other countries, such as India, Egypt, Australia, Canada, etc., all have a consumption that tends to move forward, particularly in countries where coffee is a competitive drink.

U. K. Stocks

As the major consuming country, U. K.'s stocks are of great importance. In 1881, when the population was 25 million people, the stock was 89 million pounds, against an annual consumption of 66 million pounds.

In mid-November, 1953, the stock was 93 million pounds, the population 50 million people, and the annual consumption 466 million pounds.

These bare figures illustrate the tremendous change in the outlook of distributors towards their inventories. The general position in mid-November was as follows, in millions of pounds:

1952—stock, 107; afloat, 57; total, 164.

1953—stock, 93; afloat, 50; total, 143.

The position, in short, has deteriorated in a year by 21 million pounds, giving a quicker delivery to the retail outlets. But from the strategic point of view, three, four months of stock ex the producing countries, plus the tea in retail stores and the distributors' own warehouses, are woefully inadequate.

Miscellaneous Factors

There are a few additional factors that require watching:

1. Imports of tea into Eire in 1952 were only 8 million pounds against an estimated consumption of 23 million. Eire is rebuilding her stocks by increased shipments from India which, of course, will be at the expense of other consuming countries.

2. The consumption of tea in Pakistan would soon absorb its total production. Consumption in India, despite the colossal rise in price, has practically doubled in the last ten years. The average wholesale price of tea for internal consumption before the war in India was about 5 annas. It now averages at least five times that figure. This serves to illustrate the fact of an improved standard of living, as regards tea consumption, within the producing countries.

3. On January 1st, 1954, the 60 per cent Indonesian quota to Holland will be abolished, and the effect should be to reduce the premium paid on Javas, so that they will fall into a parity in value with other growths. This point wants watching during December, especially for forward deliveries.

4. Ceylon has fixed her export duty (this may be only temporary) at 8½d per pound. India's duty is 4½d, and with improved prices the Indian government will probably make some upward change at the end of February. The possibility is there, and must be calculated. This should tend to accelerate shipments before that date, and stimulate dispatches from the gardens and forward sales of all despatches.

5. The reduction of the tea duty in Germany must stimulate consumption, and the continued rise in prices of coffee



Holiday Greetings



and best wishes to
the tea trade for a
prosperous New Year



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likewise will stimulate tea consumption in this market.

Deductions

From all of this, the following can be broadly deduced:

1. That production generally is under control, and the consistent upward curve since the end of the war has been checked. Producers in Northern India, which is the key factor, appear determined to retain the weapon of restriction and to utilize it if they see a price landslide in prospect. There is, therefore, little likelihood of any general and widespread slump in prices.

2. Although not mentioned in these notes before, everyone connected with tea is well aware that it is the intention of producing countries to keep world wholesale prices above the cost of production. The action of India in reducing labor cuts and raising rates, and of Ceylon in freezing the duty at a high level, illustrates this point.

3. It is obvious that general world consumption is on the increase and has been helped by a variety of factors, such as the high prices of coffee and other competitive drinks; the relative ease with which tea can be distributed, even in a crude form; the increased sale of liquid tea by approved methods; the economy of the drink in the home; the increasing use of T.V., etc.

4. The apparent big jump in U. K. consumption is so sudden that by its magnitude it has upset all the forward calculations of the trade. They realize that the crops of 1953, for better or worse, cannot be increased at this stage. Northern India, being a seasonal producer, will not be in high gear until next June, and South India and Ceylon cannot possibly in these months make up any wide deficiency.

5. U. K. stocks and tea afloat, which are at their seasonal height, compare most unfavorably with last year. In the month of May tea afloat normally drops to about 20 million pounds, and the U. K. stock should be at its highest built-up point. It normally climbs during the winter months to about three and a half months' supply, but the tendency this year is for it to remain three or four weeks below this figure, with diminishing supplies in sight.

6. Arrivals of tea in, and shipments from, Calcutta are both as much ahead of last year as the crop is behind, i.e., roughly 20 million pounds. Yet these figures, instead of showing a reflection in the U. K. stock positions are again reversed by approximately the same quantity. In other words, with Calcutta shipments 20 million pounds ahead, the U. K. stock theoretically should have been a like amount ahead of last year, i.e., the combined figure to the end of November of stock and teas afloat should have been about 180 millions instead of 140 millions.

In fact, the general position has deteriorated, as far as the U. K. is concerned, by about 40 million pounds, to which must be added the additional factor that the Northern Indian crop is likely to finish 20 million pounds down, which would make the position 60 million pounds less!

Conclusions

The emphasis is on U. K. consumption, and there is unquestionably going to be a very grave shortage of tea at some time between now and the earliest possible opportunity of obtaining tea from the new season's North India crop.

When that time will be no one is yet in a position to forecast with accuracy, but it may be possible to do so before

(Continued on page 84)

Christmas Greetings and All Good Wishes to the Tea Trade for the New Year



HALL & LOUDON
TEA BROKERS
91 WALL STREET
NEW YORK

MEMBERS, TEA ASSOCIATION OF THE U. S. A.



*Greetings
of the
Season*

from

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

TEAS

MEMBER: TEA ASSOCIATION OF THE U.S.A.

how to increase the "pick-up" of tea

By DON PARSONS, Executive Director
Supermarket Institute

If you didn't hear it, read and reread these excerpts from the report to the eighth annual convention of the Tea Association by Don Parsons, probably the country's top supermarket authority.

Mr. Parsons passed on to the convention some straight-from-the-shoulder facts about tea in supermarkets. They are disturbing facts—and the more tea people they disturb, the better. For then the basis for the facts will be more quickly be corrected.

This report is a summary of the experience, impressions and recommendations of the merchandising heads of seven important supermarket operations, located in Massachusetts, Michigan, Ohio, Minnesota, Texas and California.

These companies represent an annual sales volume in excess of \$400,000,000 and do an annual retail tea volume somewhere in the neighborhood of \$1,700,000.

With the exception of the Minnesota operator, they are all located in markets that receive the full impact of your television spot program and many of them—including the Minnesota operator—are in the area covered by the Garrow-way program.

While this does not purport to be a comprehensive national cross-section of supermarkets, I believe that for the purpose of this report the findings are representative and significant.

First, as to advertising—

The picture is extremely mixed. Sales figures for 1952 compared with 1951 for these seven operators show a range from a 13 per cent loss to a 20 per cent gain.

Two operators reported a 3 per cent increase and, with one exception, all operators reported that the sale of tea in their markets was not keeping pace with the overall increase in food sales.

I understand that your own figures on tea packer sales show an increase of 9 per cent for 1952 compared with the previous year. What would have been the effect on tea sales if, in all supermarkets combined, tea sales had kept pace with the 13 per cent tonnage increase in overall food sales?

In commenting on the present tea campaign, the majority of operators seemed to feel that tea was not being given enough "appetite appeal" or "reasons why" the consumer should drink tea rather than some other beverage; that the youth market was not being cultivated strongly enough; that tea advertising lacked ideas and serving suggestions; that tea advertising should do more to make tea drinking a pleasant, sociably desirable occasion and habit.

The statement of one operator would seem to express the general consensus: "Just not enough people are in the habit of drinking tea regularly. Perhaps by regular institutional advertising, actual sampling in stores and homes through distribution of free samples, etc., more people can get

into the habit of drinking tea. Then and only then will tea sales come anywhere near their potential volume. It is a big job for the industry and a challenge to the creativeness of advertising men in the tea industry."

Well, how about the effectiveness of your merchandising of tea advertising? How good a job are packer salesmen doing in merchandising the campaign and giving the operators usable ideas they can capitalize on? Here again the picture ranges from poor to good.

Says one operator, "We haven't seen the Tea Council folks very much. The packers' salesmen come in frequently with a lone-wolf attitude and not so much as representing the Tea Council."

And another says, "For approximately eight years I have been connected with the advertising and store promotional activities of our company and my recollection is that only once, which is approximately five years ago, I had the pleasure of talking to a tea salesman."

And still another, "They very seldom have any good suggestions or ideas or success stories to tell us how we can improve the sale of our tea."

On the other hand, what would have happened to tea sales if all operators reported the same experience as this distributor, who says, "Representatives of the national brand packers go out of their way to assist in the setting-up, planning, and follow-through of tea displays."

The first suggestion that emerges from these reports as to how tea can increase sales in supermarkets is that operators are hungry for practical selling ideas which they apparently are not now getting. Packers' salesmen are understandably concerned with improving their individual brand position and with just so much available time, it is only human nature to put sales effort and emphasis on those things for which management holds the salesman most accountable.

It is a problem not easy of solution, since it involves securing the support and cooperation of sales management—both at the home office and in the field—and beyond that of putting into the salesman's hands the usable, practical merchandising ideas and suggestions the operator can use, supported by some real sales-result and success stories.

But in the process of developing such practical selling ideas and supporting success stories, I have a hunch that another extremely necessary thing would be accomplished—namely, the selling of the salesmen themselves on the selfish dollars and cents benefits they can derive by helping increase the overall pot—by changing their concept of the tea industry campaign from one of a pretty generalization to one of specific dollars and cents benefits.

Pretty generally it seems to be the case that operators are promoting iced tea during the hot weather months in an all-out way, but are giving hot tea very little promotion during the cold weather months.

One operator says, "We have not given much attention to tea except during the summer months. I feel that if

in supermarkets

we would get behind the promotion of hot tea that we would substantially improve the percentage of tea sales to total food sales in our stores from the present figure of four tenths of one percent. If the tea industry is missing the boat, it may be that it could impress more on the various sales managers the possibilities of increasing tea sales in the winter months."

Let's now take a look at the operators' appraisal of current display and promotional material and the opportunities that exist for getting an increased exposure and display of tea in supermarkets.

As we have just seen the major promotion of tea is occurring in the summer months with relatively little attention being paid to it during the cold weather months. Here, for what it is worth, is what two operators think about current tea display material . . .

The first says, "Much of the display material is pretty hard to use and it is rarely ever done unless some special piece is shown us that might be used on a window or hung on a wire in the store. There is usually not enough room on a shelf to use some of the display pieces furnished us that hide the merchandise, and we have rarely, therefore, ever used any of this material. Of course, on occasion, the dump style of display at the end of a gondola is used to advantage and some of the suppliers give us materials showing a reproduction of a big glass of iced tea which we have used effectively."

And the second says, "A few years ago the tea people developed some very attractive easel backs for display pieces showing a photograph of a frosty glass of iced tea which was very striking. In recent years, the display material has been too much the same as that provided by other manufacturers. I think the Tea Council should try to develop material that is more striking and unusual, even though part of the cost might have to be passed on to the distributor."

Regarding the penetration of the idea of related item displays, here again we have a mixed picture, with some operators using related item displays most effectively and others not. Again the use of this type of display would seem to be in direct relation to the effectiveness of the selling job done by the packers' salesmen.

As one operator put it, "Combination sales are wonderful when all the items in the combination represent sufficient consumer appeal to get real return on all of them and to justify the operator in using his valuable space in key spots in the store to carry it out."

Again we have evidence of the need for a selling job and the development of specific ideas geared to the operators' practical merchandising problems and profit and volume opportunities.

Remember that even with the increase in the size of the new supermarkets, the problem for the operator is still one of space. The job of the tea industry is to show the operator how and why he should devote key space to tea rather than to one or more of the thousands of other items competing for it. And make no mistake, tea is in competition not only with coffee and other beverages, but with every item the grocer handles.

Regarding deals, premiums, and special promotions—

(Continued on page 78)



"The problem of the tea industry is to show the operator why he should devote key space to tea." Picture: Salada Tea Co.



"One distributor said, 'Representatives of national brand packers go out of their way to assist on displays.'" Picture: Tetley Tea Co.



"Some operators use related item displays most effectively. Depends on selling job by packer salesmen." Picture: Brownell & Field Co.

Tea acreage in Pakistan up slightly in 1953-54; vast expansion is goal

The area under tea in Pakistan for the 1953-54 crop is 75,000 acres, against 73,000 the year before, it is reported by Khalid Askary, Karachi correspondent of Coffee & Tea Industries, formerly The Spice Mill.

This increase of 2.7 per cent arises from new plantings in gardens in the Chittagong and Sylhet districts.

The 1953-54 yield will be 52,000,000 pounds, according to preliminary estimates. Preliminary estimates a year ago for the 1952-53 crop were 54,000,000 pounds, while actual production was 51,000,000.

To find ways to increase Pakistan's tea output to 80,000,000 pounds in ten years, Prime Minister Mohammad Ali has formed a special committee.

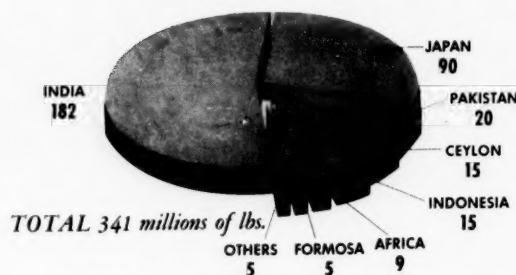
Experiments are now underway to determine whether high-grown tea can be produced in the Northwest Frontier Province, West Pakistan.

The Prime Minister also said that the Pakistan Tea Board was taking steps to establish a modern tea research station in East Pakistan, at Sreemangal. The station will concentrate on improvement of quality in Pakistan's tea.

Plots for field research are already being acquired. Dr. F. H. Abbasi has been named chief scientific officer of the station.

A Pakistan tea mission, headed by S. A. Salim, East Pakistan's Minister of Labor and Industries, left Karachi for the Middle East to explore ways to increase that market.

INTERNAL CONSUMPTION IN COUNTRIES OF PRODUCTION 1953 (estimated in millions of lbs.)



Also on the mission are Norman Smith, James Finlay, manager at Chittagong, and Dr. S. A. Hussain, marketing advisor to the Pakistan government.

British tea may go up 4d a pound before Christmas, U. K. press says

The price of tea may go up 4d a pound in England before Christmas, according to reports in U. K. newspapers.

One newspaper said a spokesman for one of Britain's largest tea firms made this prediction and explained that tea selling at 4s a pound was now costing his firm 3s 5½d before being blended and packed.

A spokesman for another company said the wholesale price had risen by 3½d a pound since July, the report added.



Merry Christmas
and
A Happy New Year

IRWIN - HARRISONS - WHITNEY. INC.

IHW
TEA

Tea promotion pattern varies in world today; India, Ceylon negotiating joint efforts

Tea promotion throughout the world, formerly directed in the main by the International Tea Market Expansion Board, broke into varied patterns after India and Indonesia withdrew from ITMEB a year ago, according to a summary by The Tea and Rubber Mail, London.

Since then the board's campaigns in the United Kingdom, Canada, Australia, South Africa, Egypt and Denmark have been carried on by Ceylon virtually single-handed.

In the United States, India and Indonesia joined Ceylon in continuing their support of the joint campaign with the United States tea trade, conducted through the United States Tea Council.

Pending the outcome of negotiations between India and Ceylon for the resumption of joint promotion efforts in various markets, Ceylon, through the agency of the International Board, is continuing tea promotion work in the United Kingdom, Canada, South Africa, Australia, New Zealand, Denmark, and Egypt.

India and Ceylon have already agreed to launch a joint tea promotion drive in Canada on the same lines as that in the United States if the Canadian tea trade is willing to be a contributing partner.

The Danish tea trade has already expressed its willingness to participate with funds in a similar joint campaign, and India's reactions to this are awaited.

In the United Kingdom the Tea Center financed by Ceylon

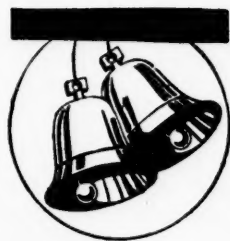
1953 Golden Teapot Awards

A Golden Teapots for 1953 was presented at the eighth annual convention of the Tea Association of the U. S. A. to Senator Alexander Wiley, chairman of the Senate Foreign Relations Committee, who was a convention speaker on "U. S. Foreign Policy in Transition."

Other Golden Teapots were presented to Mrs. Dwight D. Eisenhower, for reinstating the custom of White House tea parties; Sir Edmund Hillary and Tenzing Norkay, for their credit to tea in the conquest of Mt. Everest; Maurice Herzog, who publicized tea in his book on climbing Annapurna; Chester Bowles, for assisting the Tea Association mission in India; Congressman Walter H. Judd, for his talk on the Tea Council in Congress; Irving Asber and Paramount Pictures, producer of "Elephant Walk"; Mayor Roy Hofheinz, for serving tea at his daily press conference; National Restaurant Association president William O. Wheeler; Ralph Damon, of Trans-World Airlines, for instituting in-the-air worldwide tea service.

Golden Teapots were also presented to Arnold & Aborn, Inc., on their 75th anniversary; the James H. Forbes Tea & Coffee Co., on their 100th anniversary; George C. Chohwell & Co. on their 75th anniversary; and the Dannemiller Coffee Co., on their 75th anniversary.

with the assistance of Nyasaland, Kenya, Uganda, Tanganyika and Southern Rhodesia, has been enjoying a record year.



Greetings
and **Best Wishes**
for **Christmas**
and the **New Year**

HENRY P. THOMSON, INC.

TEA IMPORTERS

120 WALL STREET, NEW YORK 5, N. Y.

Branch Sales Offices: BOSTON • CHICAGO • SAN FRANCISCO

how to increase the "pick up" of tea in supermarkets

(Continued from page 75)

Premiums involving the offer of a tea pot or iced tea glasses received a number of favorable comments. However, deals that do not provide the operator with the same profit per case as regular merchandise are not looked upon with favor—to put it mildly. Likewise, several operators objected to the practice of offering deals with "you save 10 cents on this carton" stamped on the package . . . since this causes much confusion at the checkout with customers who want 10 cents off the special price which has already been marked on the merchandise.

Some operators also object to the practice of packers forcing them to buy tea with delivery dates of January through June, since operators with fiscal years ending June 30th do not like to be forced to take their commitments and add to their inventories just before the end of their fiscal year.

Included in the question sent to the operators was one regarding tea packaging and the use of the "white spot" for pricing. As most of you know, Super Market Institute has pioneered in the use of the "white spot" and I am happy to report to you that for the most part operators are conscious of the good packaging job that many of you are doing. On the other hand, there apparently is still room for improvement on some packages for better and more consistent use of the "white spot."

As most of you know, the great problem of the supermarket industry in recent years has been the increasing cost of doing business which—together with the highly

competitive nature of things—has resulted in a very strong squeeze on the industry's traditionally low net profit of one and a half to two per cent—the lowest known to retailing.

As a result, the supermarket operator is searching for every possible way to promote that merchandise which will enable him to average-out and maintain even this low net profit. Tea is one of the most profitable items in the supermarket and, as such, the industry is wide open and crying for all the help they can get to promote tea stronger, harder, and more effectively.

Gross margin on tea, at 20 per cent or better, is among the most satisfactory of all grocery items—being two or two and a half times that of its principal competitor—and compared to an average overall mark-up of 17 per cent.

Tea sales are reported to be running approximately ten per cent or less that of coffee. Tea has a turnover of 11 to 16 times, which is appreciably less than coffee. Just imagine what would happen to tea sales if every supermarket operator turned it sixteen or more times!

Recurrent throughout all of these letters from operators goes the constant theme, "We want to do a better job." "We need help to do a better job."

Listen to this operator: "I feel that a concerted effort on the part of the tea companies to promote this item with more advertising, better deals, closer attention to the merchants' shelf-layout and more assistance by factory men in the stores should help increase the sales generally on that desirable grocery item—tea."

And another—"The gross margin on tea is excellent. It is a credit to the industry that tea has not become a football. And we think that super market operators generally appreciate this."

To sum up then:

1. The sale of tea in supermarkets as a commodity does not seem to be keeping pace with the overall increase in total food sales.

2. Supermarket operators are wide open and anxious for help in promoting tea as one of their most profitable items.

The answer to "how to increase the 'pick-up' of tea in supermarkets" would seem to lie in:

1. More extensive advertising, sampling and other advertising and promotional means to establish the tea drinking habit with more and more people.

2. A more effective selling of the trade on how tea can be most successfully promoted as a year-round item.

3. Enlisting the great promotional force of the supermarkets of the country as a means of providing the consumer with the greatest possible number of "pick-up" sumer with the greatest number of "pick-up" opportunities.

The supermarket industry is highly appreciative of the job that the tea industry has done to date, but the surface has only just been scratched. The tea industry has a great potential.

It is a big job—requiring the boldness, the imagination and the courage to back your faith in tea as a product with the strong consumer advertising and effective point-of-sale promotion which it needs. For it is only as these two—advertising and point-of-sale promotion—are properly coordinated that tea can hope to achieve its full sales potential.

Gold tea kettle sold for \$7,800

A Tokyo department store sold a gold tea kettle for about \$7,800.

But the store won't say who bought it. The buyer wants to keep his identity secret from the tax collector.



Our Cup
Runneth Over with
Good Wishes for the
Holiday Season

Eric Eben
and the entire staff

EASTERN TEA CORPORATION

STATEN ISLAND, N. Y.

"We hitched our wagon to tea"

A convention report on tea's new opportunities in the home service field

By WILLIAM H. PREIS, Vice President, The Grand Union Co.
President, National Retail Tea and Coffee Merchants Association

In turning the light on the history of Grand Union, I must start back to the early days, when in 1872 the Jones Brothers founded the present-day Grand Union Co. in Scranton, Pa. A hand basket containing tea, spices, extracts and premiums were the tools of the trade, which was plied from house to house.

Tickets for redemption on a premium were offered with each of the grocery items and the buyer was assured a very desirable houseware item upon accumulating enough tickets for its purchase.

The idea caught fire and the business grew by leaps and bounds with tea comprising the bulk of our volume. Industry route salesmen were properly dubbed "tea men" and represented a number of competitive "tea companies" which sprang up quickly following the middle of the nineteenth century.

As the industry progressed, better and better grades of coffee became available with cup costs at or below that of tea. Yielding to this pressure, tea sales were quickly overtaken by coffee and by the turn of the century our dollar volume in coffee was 20 times that of tea.

Despite this change in character, we are still known to most of our customers as "the tea company" and our salesmen continue in the role of "Tea men".

In the 81 years that have passed since our founders knocked on their first doors and displayed their wares, millions of American families have been served by Grand Union salesmen in 34 of the 48 states. New customers are constantly being recruited to offset turnover and to insure continuation of our growth. Today, Mrs. Housewife is offered a premium of her selection with her first purchase of a package of tea or coffee. An accounts receivable is set up to cover the retail value of her choice, and this amount is traded out with advertising credits accumulated on subsequent grocery purchases.

This newer system is known as the "Advance Premium Plan" and was designed to favor our customers with the use of the premium while trading it out. Previously, under the now-outmoded "ticket plan", the inevitable lapse of time before the premium was deliverable became a liability.

Our confidence in "Mrs. Housewife of America" was not misplaced because after more than 25 years of experience with the "Advance Premium Plan" our credit losses prove that 99 per cent have traded out their advanced premiums as agreed and a high percentage "re-contract" for additional premiums year after year.

Customer longevity rests heavily with the route salesman "The T-man", if you please—who visits our customers 26 times yearly and in the eyes of Mrs. Housewife, is "The Grand Union tea Company". If he leaves a favorable impression, he fast becomes a friend of the family and his bi-weekly visits are anticipated with alacrity. If the opposite



is true, customer losses are inevitable in spite of the best efforts of management and the only alternative is replacement of the salesman.

From this, you can gather that ours is a highly personalized business that, properly manned, has no limitations. Combined with aggressive merchandising, delivery to the home, credit allowances and deferred payments on items of the premium line, we feel justified in believing our direct-to-the-consumer business has only scratched the surface.

In addition to tea and coffee, our line includes upwards of 150 staple grocery items consisting of soap products, packaged foods, spices, extracts and a host of other fast turnover goods. Most bear our private label and are subject to the highest standard of quality established by our test kitchen.

Our premium line is made up of more than 500 items that fall generally in the category of housewares, apparel, sportswares, or gift lines. They range in price from one to \$50 and a high percentage is nationally advertised with fair-rated prices.

Catalogues, package stuffers, consumer broadsides and basket display cards are used to pre-sell this merchandise—all designed to conserve the route salesman's precious selling time. In making an average of 50 calls per day, his visits must necessarily be limited to about six minutes each;

(continued on page 95)

**See three-way pact easing Ceylon
tea sales to Egypt; Japan in deal**

Egypt is interested in buying Ceylon tea and cocoanut oil on a barter basis in exchange for rice, cement and super-phosphate fertilizers, a two-man Egyptian trade delegation told officials of the Ceylon Ministry of Trade and Commerce at a conference in Colombo.

Exchange difficulties present the chief obstacles, it was indicated. But a tri-partite pact is being explored as the answer.

Egypt would sell cotton to Japan, Japan would sell textiles to Ceylon, and Ceylon would sell tea and cocoanut oil to Egypt.

**Trade pact calls for Taiwan tea,
other products, to go to France**

Taiwan tea will be exported to France as part of a trade agreement calling for an exchange of more than \$10,000,000 in various commodities, according to a Chinese News Service report.

Taiwan will export to France local products consisting mainly of tea and citronella oil. In return, France will supply potassium fertilizer, phosphorus and other products.

In addition to the Chinese-French agreement, now nearing completion, a pact is also being worked out with Thai trade authorities.

Tea will be among the \$6,000,000 in commodities to be exported from Taiwan to Thailand in exchange for a similar value in lumber, rubber and soybeans.



Sam Winokur (right), president of the Tea Association of the U.S.A., presenting a 1953 Golden Teapot Award to A. W. Schwalberg, president of the Paramount Film Distributing Corp., for Paramount's production of "Elephant Walk", made in the tea country of Ceylon.

Ceylon experiments with Polythene

linings for tea chests, to replace metal

The Tea Research Institute of Ceylon has been experimenting with telecothene, a commercial development of polythene in the form of a coated paper, as a substitute for metal linings for tea chests, according to the Tea and Rubber Mail, London. The telecothene coated paper was found to be quite suitable for the packing of tea, it was reported.

Season's Greetings



CLEMENT M. HAKIM
TEA IMPORTER

91 WALL STREET

NEW YORK 5, N. Y.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Aug. 1952	Sept. 1952	Oct. 1952	Nov. 1952	Dec. 1952	YEAR 1952	Jan. 1953	Feb. 1953	Mar. 1953	April 1953	May 1953	June 1953	July 1953	Aug. 1953	Sept. 1953	Oct. 1953
Black																
Ceylon	3,136	4,212	3,338	1,973	2,642	42,188	3,546	4,132	4,965	4,676	3,368	3,678	4,060	4,036	4,832	3,976
India	1,982	4,361	3,173	2,725	3,593	35,804	3,798	3,343	4,982	3,988	3,288	2,524	2,591	1,432	2,334	3,817
Formosa	19	12	10	41	115	1,581	...	77	70	79	238	52	130	138	159	221
Java	369	757	569	496	570	7,814	400	299	818	792	543	513	783	337	416	758
Africa	133	151	55	132	316	1,614	175	307	270	437	781	498	230	157	327	406
Sumatra	148	235	34	129	120	2,217	280	405	314	287	705	341	439	164	346	518
Misc.	34	36	8	32	24	193	24	353	8	3	62	45	139	32	106	102
Green																
Japan	694	473	212	192	38	2,483	73	25	114	58	107	87	185	699	779	314
Misc.	20	15	49	118	34	8	28	9	47	15	...	10	50	40
Oolong																
Formosa	4	11	27	56	20	207	12	9	17	4	...	3	1	17	45	53
Canton	1	26	1	18	4	15
Sentd Cntn	32	4	2	8	15
Misc.	5	1	...	10	15	...	6	25	4	...
Mixed	8	6	8	3	4	92	6	12	...	2	2	27
TOTALS	6,529	10,268	7,490	5,780	7,443	94,559	8,348	8,659	11,601	10,400	9,164	7,758	8,561	7,061	9,410	10,262

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Key problems in tea's public service market

(These pointed observations are excerpts from the 1953 tea convention report by Anthony Hyde, Executive Director, Tea Council of the U.S.A.)

A cup of coffee requires only a turn of a tap or pouring from a coffee bowl at a warming station. Tea is a production, with tea bags to be fumbled with, tea pots and hot water jugs to be juggled with.

It can be argued that the development of modern equipment for boiling water and even for tea making is not a problem which we in the tea industry should tackle ourselves, or certainly not alone. It is perhaps more of a problem in which the restaurant industry itself should take the leadership. This whole question is not an easy one to agree on, but we can agree that if good tea is made available out of the home, the public will drink far greater quantities than they are now drinking, for the evidence is very clear.

That's what the experiments with the U. S. Army certainly indicated. All of you at the convention last year tasted the tea that the Army made available in five Army Corp areas to a head count of 74,000 men. When given a free choice, in cool weather the G.I.'s drank one cup of hot tea for every two cups of coffee and in hot weather they drank four glasses of iced tea for every one cup of hot coffee.

And you see very much the same thing happen when the urn service of hot tea was set up in 12 industrial feeding operations serving 10,042 people daily. Tea drinking actually increased 89 per cent. It's the old story of *availability*—as soon as tea is as easy to get as other beverages, many more people take tea.

We are missing an entirely new and fast growing sub-market, the beverage market reached through automatic vending machines.

The number of coffee machines alone has doubled in the past two years and is still growing. The public reached for 720,000,000 cups of hot coffee last year and for 5,200,000,000 bottles or cups of iced beverage.

If people drank one cup of hot tea for every three cups of coffee as they do in the home and if the ratio of iced tea to hot tea consumption for vending machines is the same as it is in restaurants, there would be an immediate market for 480,000,000 servings of tea right now.

We can't go into this market, however, until we develop a stable concentrate which the industry feels is of good enough quality. We must face the fact that a poor quality beverage from vending machines might hurt tea. But on the other hand, we must balance this danger against the obvious adverse affect on *all* tea drinking, both in and out of the home, because millions of men and women just never have tea available when making up their minds on taking a hot or iced beverage. Automatic vending machines are helping to develop automatic habits—but they are not tea-drinking habits at the present time.

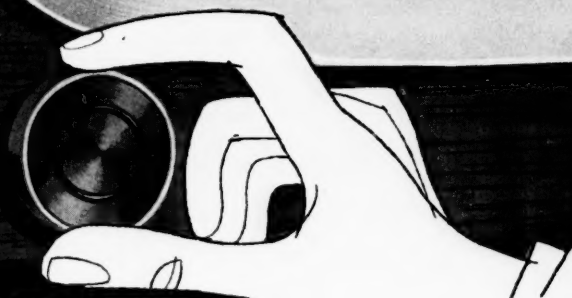
Perhaps the most obvious proof of what making good tea available really means to increased tea consumption is the history of the two-ounce formula campaign, which has taught restaurants to make iced tea twice as strong as they formerly did.

The campaign began in 1948 after the Brewing Committee of the Tea Association developed the way to make a perfect glass of iced tea.

Packer sales of iced tea bags to restaurants increased 24 per cent the first year; another 18 per cent the next year; 23 per cent in 1951; 47 per cent in 1952 and a spot check shows we had another nice increase this year. This totaled 165 per cent in four years.

And we haven't done the job yet. What per cent of restaurants would you guess use the two-ounce formula this past year? Just about 32 per cent by numbers and 43 per cent by volume. The big volume restaurants are using it—the little fellows haven't yet caught on.

"TAKE TEA AND SEE" Gets Biggest



WEEK (Jan. 15-23) Promotion Yet!

SPECIAL TV
SPOT CAMPAIGN
WILL MAKE
THIS THE
HOTTEST WEEK
IN HOT TEA
HISTORY

You've had tea weeks before but never like this.

For the first time the Tea Council will put TV to work for you day after day after day. As many as 27 spots in each of the Tea Council TV markets will remind the TV public that it's hot tea time.

In addition, you'll be getting a huge publicity windfall. Magazines, newspapers, radio, and TV will run special features during "Take Tea and See" Week.

Hitch your brand to this peak-of-the-season promotion with special displays in restaurants and food stores. Write us now for complete information.

tea council

500 Fifth Avenue

New York 36, N. Y.

West Bengal tea estates may be seized

Tea estates in West Bengal, most of them British-owned, may be acquired by the state without compensation, according to a report from Calcutta.

Dr. Bidham Chandra Roy, chief minister of state, in a debate in the assembly on the government's bill to take over all land estates and ultimately redistribute them for farming, said tea estates had been deliberately excluded from the bill.

The tea estates, he explained, did not fall under the Normal Tenancy Law, but were covered by the Waste Lands Manual.

This means that the tea gardens could be acquired by the state without compensation.

"The government intended to take full advantage of the Manual," the chief minister declared.

New quarterly, Lipton Magazine, slanted to "outsiders" as well as Lipton employees

Thomas J. Lipton, Inc., Hoboken, N. J., is augmenting its communications program with a new quarterly publication, *Lipton Magazine*.

Replacing the present nine by 12 inch internal quarterly, *The Lipton Link*, the new magazine follows the popular trend to smaller dimension, measuring six by nine inches and carries 56 pages in its first issue, the Fall number.

Its contents have been slanted toward appealing to "outsiders" as well as Lipton employees.

"Lipton considers *Lipton Magazine* another step forward and outward in our constantly expanding program of communications," says Editor June Guncheon. "A year ago

last April we introduced *Lipton News*, a bi-weekly newspaper. This is our vehicle for carrying up-to-the-minute news and newspaper type feature stories about company and employee goings-on. *The Lipton Link* outlived its usefulness as an internal. Besides, we felt a need for a medium that could tell people outside the company about some of the interesting things associated with Lipton.

"We think that families of our employees, Lipton suppliers and distributors, and others that we might label 'acquaintances' will find *Lipton Magazine* informative and entertaining reading."

See world tea shortage in 1954

(continued from page 73)

the turn of the year, when other factors, such as the amount of tea on the gardens, the amount in transit, the quantity in Calcutta both sold and unsold, the terminating date of the Calcutta sales, the quantity destined for London auctions, etc., etc., are known.

The ultimate conclusions are:

1. We are running into a world shortage of tea.
2. It will come between February and July.
3. The price of tea at the bottom will be most affected.
4. An upward rise can be checked only by either (a) increased production or (b) a drop in consumption. The former cannot become effective until the next Northern Indian monsoon, and the latter will only materialize if and when rising retail costs create consumer resistance in the U. K.

BOUKOURIS & Co., LTD.

80 BROAD STREET, NEW YORK 4, N. Y.

QUALITY TEAS

MEMBER: TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

ALL AMERICA LOVES LIPTON TEA



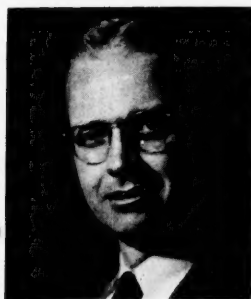
LIPTON TEA

brisk flavor,
never flat!



Brisk Lipton Tea has such a lively, bracing flavor—it's no wonder more people drink it than any other brand. Year after year, constant, dependable quality has made Lipton America's favorite tea.

your share of the market



By JERRY FOLEY, Sales Promotion Manager
Rossotti Lithograph Corp.

Sixty billion dollars was the food bill for this country last year. A goodly sum, even in inflated dollars. And *three times* the "ante bellum" average.

How can you get a larger slice of this sixty billion dollar cake?

First, let's divide the figure into manageable amounts. Into billions of small, individual sales transactions. Every sale meant a consumer choice from among several items. Each item competed with many others for each sale.

In self-service stores, 60 per cent of their share of these billions of purchases was decided *after* the shopper entered the store. Each sale was decided on the basis of how each package appealed to her in the few seconds spent over each choice.

Under these new conditions, yesterday's methods of packaging and merchandising will not meet today's competitive needs.

Fortune Magazine, October, 1953, issue, under "The Fabulous Market for Food", said: "They (consumers) want not only good food, but convenience built into food as well; and they are prepared to pay for whatever services the food industry can provide."

The buyer for an important food chain of supermarkets recently said: "Women today are more interested in convenience and time saving factors in packaged foods than ever before. These factors in many cases are paramount even to price. They look for the promise of this, *in the claims carried on the packages themselves.*"

Here, we think, lies the answer to one of today's most complex merchandising problems . . . because the above facts align with others we all know about.

A few short years ago, most food packages were carried in retail stores on shelves behind the counter. Several feet or yards, plus a service counter, separated the shopper from her purchases. The store clerk, then, was the main link between the package and the consumer.

Package identity, then, often completed the sale. Your advertising, then, could usually pre-sell the woman in her own home. Most of her purchases were decided at home; she made up her shopping list while planning her meals there.

When she entered the store her mind was made up. Or sometimes she may have asked the clerk for his recommendation. His recommendation carried weight.

Many of today's packages were designed during that era. But look at the totally different picture today.

Today, most women plan their meals and decide their purchases *after* entering the store. Sixty per cent of their purchases are decided *after* they see what is on display. Their selection is made *after* a close-up look at the packages themselves, instead of identifying them on a distant shelf.

No sales clerk is on hand to make suggestions. Even the impact of your advertising has somewhat dimmed by the time the shopper has entered the store.

And here is the key to the whole puzzle: In self-service stores *today* most packages on display already have moved across the counter to meet the shopper more than half-way. Counters have given way to gondolas and narrow aisles.

Most food packages now are displayed at arm's length distance or even less. The shopper can and does pick up and examine the package carefully. Every detail is as easily read as were the details of your advertisement, when she read it at home. And she makes up her own mind, then and there.

In the store she is moved by the same appeals on your package that interested her when she read your ad at home. And she is in the store to buy.

What your package says or does not say to the shopper, now speaking to her at close-up range, can make or lose a sale.

What does all this mean in terms of *your* package?

These great changes in merchandising methods, in consumer self-selection, and indeed in buying power, have come about in the last few years.

Unless your package has been completely re-designed in these same recent years, it probably is under a tremendous handicap in self-service stores, today.

Your own observations probably confirm this: Most of the packages that are forging ahead in consumer preference in self-service stores are those which have recently been modernized to meet today's requirements.

Such modernizing need not be expensive. In fact it should *reduce* costs.

Any package designed and printed primarily to save production costs can be the most expensive part of your business operations. Conversely, a properly designed and printed package can become a powerful sales aid, lowering costs through added volume. A few dollars wisely invested in

modernizing your packages can increase the effectiveness of your advertising by thousands of dollars.

Many firms hesitate to modernize their packages for two main reasons.

First, they feel a complete re-designing job may mean loss of package identity. That need not be so.

Second, many hesitate at the possible cost of employing competent specialists. A complete study, final designs and superlative printing, probably will be so moderate in relation to quality that it will agreeably surprise you, while strengthening the package's hold on the present following.

There has been a complete change in consumer buying practices, due to self-service. Isn't it good sense that there should be a corresponding, drastic change in package design?

Falk named general manager of Rossotti California

Frank E. Falk, veteran of the food packaging industry has been named vice president and general manager of the Rossotti California Lithograph Corp., packaging consultants and manufacturers, according to an announcement made today by Charles C. Rosotti, president of the California subsidiary of the national organization.

Mr. Falk previously held several high posts in the food field, having been director of the Indiana Canners Association; vice president of the Vincennes (Ind.) Packing Corp.; Pacific Coast Manager of the J. B. Inderrieden Co.; and Pacific Coast sales manager for the Continental Can Co. He was recently engaged in general brokerage for his own account.

As vice president and general manager of the Rossotti West Coast and Rocky Mountain States operations, he succeeds Phil Papin who succumbed to a heart attack recently.



American Can promotes two top executives

T. E. Alwyn, American Can Co. vice president, formerly in charge of sales, has been elevated to the firm's executive department where he will work directly with the other principal executive officers in the overall administration of the company, William C. Stolk, president, has announced.

At the same time, Mr. Stolk announced that D. B. Craver, general manager of sales, has been elected vice president in charge of sales.

In their new duties, both executives will continue to make their headquarters in New York. Mr. Alwyn has been associated with the company for 30 years and Mr. Craver for 25 years.

Mr. Alwyn joined the can company in 1924 as a sales trainee at the Brooklyn plant. He subsequently served in various sales capacities, and in 1932 became district sales manager in Philadelphia. He was transferred to New York in 1937 as a sales division manager and became sales manager for the Atlantic division ten years later. He became general manager of sales in 1950 and was elected vice president in charge of sale in 1951.

Mr. Craver began his career with the company in Baltimore. He subsequently was named district manager in

Philadelphia and later held a similar position for the northern New Jersey area. In 1947 he was appointed a sales division manager in Chicago. He later became manager of sales for the company's central division. He came to New York as general manager of sales in 1952.

New bulletins on tea packaging machine

New bulletins on the Stokeswrap tea bagging machine have been issued by the Stokes & Smith Co., Philadelphia, subsidiary of the Food Machinery & Chemical Corp.

One bulletin covers tea bagging, including application of strings and tags, for individual cup brewing. Another covers one and two ounce bags for the restaurant and institutional market.

Supplementary data covers approximate costs of packaging tea bags on the Model "AS" Stokeswrap, with and without the tagging machine; and the costs of packaging one ounce iced tea bags on the Model "BS" Stokeswrap.

Unveil Dobson bronze of Sir Thomas Lipton

A bronze bust of Sir Thomas Lipton, founder of Thomas J. Lipton, Inc., was recently shown at a press reception and preview at the Wildenstein Galleries, New York City.

The bust was done by Frank Dobson, C. B. E., A. R. A., one of the foremost sculptors in Britain.

Mr. Dobson was present at the reception, along with top Lipton executives.

The bust shows Sir Thomas in his yachtman's cap, with binoculars in his hands.

QMA elects Smallwood president

Robert B. Smallwood, president of Thomas J. Lipton, Inc., was elected head of the Quartermaster Association at the group's recent fifth annual convention.

Mr. Smallwood, who has been a QMA vice president, succeeds Austin S. Igleheart, president of the General Foods Corp.

Ceylon fixes tea export duty

The customs duty on tea exported from Ceylon has been fixed at 45 Ceylon cents (approximately U. S. \$0.095) a pound.

Previously the rates in effect were variable, according to a sliding scale, and were based on the f.o.b. price of tea at time of exportation.

Sir Claude Corea named to London post

Sir Claude Corea, Ceylon's ambassador to the United States, widely known in the tea industry here, is being transferred to London.

Ceylon has named him High Commissioner in the United Kingdom.

He leaves Washington in February for the London post.

Samples, please!

Sir Thomas Lipton was as much a confirmed humorist as he was a confirmed bachelor, recalls The Lipton Link.

A friend, who was vacationing in Africa, once sent him a cable which read: "Book passage for Africa at once. You can buy three wives here for five pounds of tea."

Sir Thomas immediately wired back: "Am sending samples of tea. Please send samples of wives!"

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

ASTA says, "koom essa"

A record total of 375 guests crammed into the Belvedere Room of the Hotel Astor, New York City, to attend the American Spice Trade Association's annual Food Writers' Dinner.

The lure was a "Pennsylvania Dutch" theme, researched in ASTA's usual careful manner, and staged to perfection in a smooth-running affair which guests claim was the finest in the long history of these events.

Famous food writers and commentators from newspapers, syndicates, magazines, radio and TV, identified by Pennsylvania Dutch name tags in the shape of hearts, joined members of ASTA in a pre-dinner reception which featured hors d'oeuvre, such as curried chicken turnovers (flaish un kais) and gingerbread pumpkin chips (karrebsa chips).

Highway signs on lampposts guided the guests' paths to the dining room door, which was wreathed in colorful Pennsylvania Dutch designs and bore the welcome, "Chust Schussel Right In." Inside, huge hex signs six feet in diameter were spotlighted on the walls. Pennsylvania Dutch expressions on large signs, such as "Amos' Tooth Ouches Him," and "Papa Is on the Table and Half Et Already," helped lull the mob into a folksy mood.

The stage was designed in a pastoral setting, with huge pumpkins two feet in diameter, a rustic fence, horse collars, a well pump, and other farm paraphernalia, in front of large silhouettes of Pennsylvania Dutch horse-drawn buggies against a blue sky backdrop.

The tables were set with candles, around which were clustered the traditional "seven sweets" and "seven sour" of the Pennsylvania Dutch, which were actually made for the dinner by "Dutch" hausfraus in Lancaster, Pennsylvania. The pretzels, served with "bretzel supp mit clams," were "imported" from America's oldest pretzel bakery, in Lititz, Pennsylvania. The after-dinner mints were made up from an old family recipe of the owners of America's oldest drugstore in Bethlehem, Pennsylvania. The favor, a Pennsylvania Dutch pie-plate, was made for the occasion by a pottery company in York, Pennsylvania.

No effort was spared by the ASTA dinner committee, headed by Thomas F. Burns, to make the affair as authentic as possible. Numerous trips were made to southeastern Pennsylvania by members of the staff of Bernard L. Lewis, Inc., ASTA's public relations counsel, which handled the dinner arrangements, accompanied by ASTA members.

A tribute to the dinner's authenticity was evidenced in the presence at the affair of guests from Lancaster, the heart of Pennsylvania Dutchland. An Amish couple, of the "Plain People" sect whose members use no auto-



Hosts at ASTA's Pennsylvania Dutch dinner were (from left) Gerry Leonard, ASTA vice president; Thomas F. Burns, chairman of the dinner committee; John J. Frank, president; Michael F. Corio, treasurer; Albert E. Keogler, of the dinner committee.

mobiles, electricity, or any modern conveniences, were so impressed by ASTA's sincere efforts that they made the trip to New York to attend. Dr. J. William Frey, co-director of the Pennsylvania Dutch Folklore Center, and a Professor at Franklin and Marshall College in Lancaster, also attended, and proved to be a master entertainer in an after-dinner session on folk music and customs of the "Dutch."

To give the press background on the dinner, a press conference was held in advance of the reception. The Amish couple, Mr. and Mrs. David Huyard, Dr. Frey and Mr. Paul Heine, also of Lancaster, were questioned by the press about the background and customs of the people. The black-clad Mr. Huyard revealed a delightful sense of humor when, in a discussion about the fact that the "Plain People" wear straight pins instead of buttons on their clothing, he said:

"You should try courtin' an Amish girl sometimes."

All guests agreed that the food left nothing to be desired. It was bountiful and unusual, with just the proper amount of seasoning. The gaily-colored printed menu, in both Pennsylvania Dutch and English, listed 26 separate items, 18 of which were on the table at one time. Such foods as "g'fillti gapickelti oyer" (stuffed pickled eggs), "Hairnhutter rinsflaish mit doonkes" (Moravian beef with gravy) and "lotwarrik meringue boi" (apple butter meringue pie), brought applause from the most critical food writers.

Such outstanding food writers and editors as Clemen-

tine Paddleford of the New York Herald-Tribune; Cecily Brownstone, of the Associated Press; Myrna Johnston, of Better Homes and Gardens; Josephine McCarthy, of WNB-TV . . . were just a few of those who attended. Out-of-state food editors on hand came from Maryland, Ohio, Pennsylvania and Texas.

The mood of the affair was set by an essay in the menu, describing the reaction of "a group of New Yorkers" to the "Plain People" during a day spent in the Pennsylvania Dutch country. The essay concludes:

"The golden day was turning brown, and a group of tired and quiet New Yorkers headed out of the land of the 'Plain People.' We seemed to be emerging from the spell of a Grimms' fairy tale, reluctantly heading back to our 'Gay' world.

"Our jaunt had become a pilgrimage."

Most of the guests felt just that way when they reluctantly headed out of the Belvedere Room.

1954 ASTA convention set

for Whiteface Inn, Lake Placid

The 1954 convention of the American Spice Trade Association will be held at the Whiteface Inn, Lake Placid, N. Y.

This site was voted by ASTA's membership in a poll made last August.

The dates for the convention, ASTA's 49th annual meeting, are May 30th—June 3rd.

Spice sales a perfect barometer

of business, McCormick tells press

Charles P. McCormick, president of McCormick & Co., Inc., Baltimore, recently told interviewers in San Francisco that the rate of sales of spice is a perfect barometer of business, Roy Miller and Steve Rippey report in their Food Field Reporter column, "Shape of Things". For example, vanilla sales fall off when money grows scarcer, but nutmeg demand increases Mr. McCormick indicated. He said that he had been able to tell the federal reserve bank in Richmond how business was tending 60 and even 90 days ahead, basing his predictions solely on how spices were selling.

Mr. McCormick also said that his company was experimenting with the growing of pepper in Puerto Rico.

In addition his firm is encouraging the growing of the crop in South and Central American countries.

Form national group to promote chili

Twenty-eight firms interested in promoting chili-seasoned foods sent representatives to Dallas, Texas, recently, to take steps to form a national organization.

Tentatively known as the Mexican-Foods Institute, the group named a committee to organize a permanent association. On the committee are: William B. Coughlen, Walker's-Austex Chili Co., Austin, chairman, with Edward J. Stegner, Stegner Food Products, Cincinnati, and E. George Lambrecht, Gentry, Los Angeles, vice chairmen. Franklin R. Ullrey, president of Tower Publicity Inc., Chicago, was elected secretary.

Every company interested in the objective is invited to join now and become a charter member. The organization will be formally set up early in 1954.

Additional information and membership blanks are available from: Mexican-Foods Institute, Franklin R. Ullrey, Secretary, 221 North La Salle Street, Chicago 1, Ill.

Estimate 1953-54 Zanzibar clove crop

The clove crop of Zanzibar and Pemba for 1953-54 will total 1,200,000 frasilas (35 pounds each), it is estimated by the Clove Growers Association, Zanzibar.

With the first part of the 1953-54 crop (the Mwaka) well advanced, it was estimated that 900,000 frasilas would be picked in Pemba and 150,000 frasilas in Zanzibar, making the total estimate for the Mwaka crop 1,050,000 frasilas.

In certain areas of Zanzibar and Pemba the Vuli crop is coming along well, and it is estimated that 150,000 frasilas will be picked on both islands.

Opens larger branch offices

The Detroit office of Givaudan-Delawanna, Inc., and its associate companies, Givaudan Flavors, Inc., and the Sindar Corp., have opened new and expanded offices at 18228 Mack Avenue. This office is under the management of R. M. Stevenson, assisted by his son, James L. Stevenson, who recently joined his father in representing the Givaudan organization.

The Atlantic, Georgia, office recently moved to larger quarters at 1156 Dalon Drive, N. E. Atwood.

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President

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the production of lime oil

This review of the production of lime oil and lime juice, from Colonial Plant and Animal Products, summarizes techniques used in various countries throughout the world.

Limes differ from other citrus fruits in that by far the greatest proportion of the lime oil produced is obtained by distillation of the crushed fruit (or its pulp), whereas from lemons, oranges, grapefruit and bergamot the oil is recovered mainly by expression from the peels, usually out of contact with the juice. Distillation of these fruits yields oils of very inferior quality.

It is true that small quantities of expressed lime oils are obtained, and these are, from a purely objective point of view, of much better quality than the distilled lime oil, which has a markedly different odor and flavor. The fact remains, however, that the distilled oil is the type to which the market has been accustomed for many years, and which it prefers and demands. It also has a wider range of uses than the expressed oils.

Four types of lime oil are produced at the present time:

A. *Hand-painted or écuelle oil.* The écuelle pan is a shallow copper bowl attached centrally to a tube, closed at the lower end, which forms a hollow handle. The bowl is studded with a large number of brass spikes, on which the individual fruits are rolled. The oil sacs are thereby punctured, and the liberated oil, together with tissue fluids and fragments of peel, collect in the tube, which is emptied from time to time into a larger receptacle, where the oil separates from the aqueous fluid and solid detritus.

This method, used only in the West Indies, yields oils of the finest quality. However, owing to the high cost of production, only very small quantities are produced, the oil being used mainly in the manufacture of fine perfumery and high-class toilet products. It has a soft and lasting flavor, especially suitable for confectionery, although for boiled sweets many manufacturers prefer the distilled oil, which has a sharp and fresh note.

B. *Machine-pressed oil.* This type of oil is produced in the United States of America and Mexico, where since the late war, a growing tendency has developed to process limes in the same way as other citrus fruit. In this method, the bulk of the oil in the fruit is obtained by cold expression of the peel, either after the juice has been removed from the washed, halved fruit, or simultaneously, but out of contact with the juice. This oil is very little inferior to the écuelle oil, but is also rather expensive to produce, which limits its sphere of applicability.

C-1. *Distilled oil.* The bulk of the lime oil in the world's markets is obtained by distillation of the pulp obtained by crushing the fruit. The same method is used to a very large extent in Mexico, where in recent years, a considerable lime industry has been developed, which is now much greater than that of the West Indies. In Mexico, however, limes are processed for the essential oil only, the juice, which was formerly used for the recovery of citric acid, now being discarded.

Briefly, the method is as follows. The washed fruit is crushed and the juice and pulp removed from the bulk of the peel and run into settling tanks, where it remains undisturbed for a period of 16 to 30 days. Heavy detritus

sinks to the bottom, and the essential oil, together with the finer pulp, rises to the top. The intermediate layer of clear or "settled" juice is drawn off and used in the manufacture of beverages. The "top pulp juice" is distilled to recover the essential oil. This is usually done in copper stills, which in the United Kingdom vary in capacity from 600 to 2,000 imperial gallons. The yield of oil obtained is much higher than that of the other methods. Distilled lime oil is widely used for flavoring food products, such as soft drinks, ice cream, confectionery, etc.

C-2. A new type of distilled oil is being produced to a small extent in the United States of America and Mexico from the waste peels remaining after the bulk of the oil has been expressed from them mechanically, as in B. This oil differs considerably in odor and flavor from the West Indian type of distilled oil, having been distilled from a neutral medium instead of an acid one (lime juice contains from 12½ to 14 ounces of citric acid per imperial gallon). It has yet to become established on the market.

Two types of juice are also obtained:

A. The West Indian type, in which the oil and juice are intimately mixed in the course of preparation before they are finally separated. A small part of the oxygenated constituents of the oil will thereby dissolve in the juice.

B. The type produced in the United States of America and to a small extent in Mexico, which is recovered from the fruit without coming into contact with essential oil.

These two types of juice will differ somewhat in flavor, but it is doubtful whether the difference would be anything as marked as that between distilled and expressed lime oils. Here again, however, the West Indian type of juice predominates, except possibly in the United States home market. Florida, for example, is now producing frozen lime juice, which is presumably of the second type, but no information is available on the actual quantities produced.

According to an article in the *Bottler and Packer* (1932, 6, June, 55), "Rose's Lime Juice Cordial" was then being prepared much as described, except that the whole juice from the crushing machines was run into wax-lined oak casks and shipped to the United Kingdom. On arrival the



Members of the flavor department of Dodge & Olcott, Inc., at the firm's recent national sales meeting. From left: C. Hoffman, Willem Lasthuysen, Claude Johnstone, Jack Hohhof, Frank Pond, Charles Dwyer and Frank Mainer.

juice was pumped into large oak storage vats (capacity 6,000 to 12,000 imperial gallons) and allowed to settle. The clear juice was then run off, filtered, sweetened and bottled.

The high acidity and low sugar content of the juice retard fermentation, and, when the whole juice is shipped, the film of essential oil which rises to the top of the liquid effectively prevents the ingress of micro-organisms, which would lead to such spoilage. If, however, the clear juice is exported, it is usually preserved by the addition of sulphur dioxide (350 p.p.m.) or sodium benzoate (0.1 per cent), although sodium or potassium bisulphite may be used.

In India, where considerable quantities of lime juice are produced (chiefly for the home market), the juice is sometimes preserved by flash pasteurization after de-aeration, although this would have some effect on the flavor. Recently, there has been some success in producing a clear juice preserved by sterilization filtration.

Argentina new source for oil of lemon

A new source for top quality oil of lemon, a product which has been increasingly short for more than a year, has been announced by Dodge & Olcott, Inc., New York City.

After four years of development and construction, W. Sanderson & Sons, of Messina, Italy—producers of Italian Oil Lemon U.S.P., Messina, Hand Pressed—have brought the American market oil of lemon from Argentina. Produced by the same growing, processing and technical know-how characteristic of Sanderson products, the Argentine oil of lemon is said to be of excellent quality, meeting all U.S.P. specifications.

The factory, in Concordia, Argentina—a modern, streamlined operation, reportedly the only one of its kind in South America—is run by trained Sicilian personnel.

Argentine oil of lemon is available only through Dodge & Olcott, Inc., sole agents for W. Sanderson & Sons in the U.S.A.

Holds national sales meeting

The national sales meeting of Dodge & Olcott, Inc., New York City flavor and essential oil house, was held recently at the Hotel New Yorker, New York City.

By far the greater part of the program was given over to technical personnel, who brought the sales staff up-to-date on the progress in expanded laboratory service

and product development made during the past year.

Claude Johnstone, from the flavor laboratories, discussed the plans for the coming year, and was followed by Jack Hohhof, Bill Lasthuysen, Frank Pond and Charles Dwyer, who spoke on various aspects of the flavor field, including beverages, specialty flavors and meat, condiment and pickle seasonings.

Administrative and organization subjects were discussed by F. H. Leonhardt, Sr., chairman of the board; John L. Cassullo, president; V. H. Fischer, vice president; F. H. Leonhardt, Jr., secretary and vice president; Jules Bauer, coordinator of sales; Ruth Farnworth, advertising manager; and Paul Sperry, sales manager.

The meeting was rounded off by a visit to the offices and new laboratories in the Dodge & Olcott Building, where special tests and demonstrations were presented by the technical personnel.

Jack Lewis resignation announced

William Lakritz, President of Florasynth Laboratories (Canada), Ltd., announces the retirement of Jack Lewis as managing director of the Canadian company. After almost 22 years with the firm, Mr. Lewis, while retaining association with Florasynth in the selling field, will devote himself mainly to the importing and brokerage business of The Halford-Lewis Co., of which he is the sole owner.

At the same time, Mr. Lakritz announced the appointment of H. E. "Bert" Moorhead, with Florasynth for over 15 years, as the new manager of the Canadian affiliate.

Mr. Moorhead has traveled extensively in covering Florasynth customers, agents and distributors in all provinces, and is very well known among food, beverage and cosmetic manufacturers throughout the Dominion.

It's now Dammann & Co., Inc.

The name of Dammann & Smeltzer, Inc., New York City vanilla bean importers, has been changed to Dammann & Co., Inc.

Pierre E. Dammann is president of the firm.

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San Francisco Samplings

By Mark M. Hall

■ ■ The market has been firm in San Francisco and the importers have done well. The talk that went the rounds emphasized the high price of Colombians, 64-65 cents for nearbys, with all milds about cleaned out. Some said Centrals were impossible to get. Late rains in Colombia, with the consequent holding back of the shipments, and the natural desire of the growers for higher prices, all contributed to this effect.

The possibility of a strike in New York City did its part. Fifty per cent of the Costa Rican and Nicaraguan crop has been sold to Europeans, and they seem willing to pay a good price for it. These moves upward were not shared to the same extent by Brazils, the spread becoming at one time six cents. The trade seems to believe that prices will remain firm through next year, and that business will be good.

■ ■ If coffee men want to learn how important coffee is to San Francisco, read the report on "Coffee and the Twelfth District Economy" in the October Monthly Review of the San Francisco Federal Reserve Bank. The retail coffee business amounted to \$300,000,000 in seven Western states. Approximately \$150,000,000 worth of green coffee came through the Port of San Francisco. This amounted to 75 per cent of all imports through Pacific Coast ports.

The Pacific Coast accounts for 15 per cent of the total U.S. green coffee imports.

■ ■ The Lombok, of the Java Pacific Line, arrived last month with 12,529 bags of African coffee. Last year the importation of Africans through the Port of San Francisco amounted to 52,402 bags. For this year, up to November 20th, the total was 63,803 bags.

■ ■ Mrs. Florence Fossum, former PCCA secretary, is now a secretary with the Portland Cement Association, located in the National Press Building, Washington, D. C. Her husband is an economist in USDA.

■ ■ Chuck Cecil, of the Weldon H. Emigh Co., made a trip last month to

Seattle and Vancouver, where he called on the trade.

■ ■ Lloyd Thomas, of the S. F. Pellas Co., left last month for Central America, but plans to be back home for Christmas.

■ ■ Steve Gluck has been transferred from the San Francisco office of Otis McAllister to their office in San Pedro Sula, Honduras. He was in the purchasing division of the local office. Jack Berard has been shifted from San Francisco to New York, and James Landreth from New York to San Francisco, to take his place in the purchasing department.

■ ■ Fred Ruhland, of the C. G. Cambron Co. recently returned from a trip to El Salvador, Guatemala and Mexico.

■ ■ Coffee men held the annual Christmas party of the San Francisco Coffee Club at the California Golf Club. There was the usual golf, dinner and entertainment.

■ ■ William Pennington, of Guatemala City, his wife and three children, after arriving in New Orleans with their automobile, started out on a tour of the Grand Canyon, Hoover Dam and other points of interest in the West. Later he came to San Francisco, where his mother lives. Joseph G. Hooper represents him in San Francisco.

■ ■ Stanley Campbell, of Heath & Co., Ltd., Colombo, passed through San Francisco recently with just enough time to greet Ed Spillane, an old friend.

■ ■ According to Stanley Evans of the Harbor Board, Port of San Francisco, the amount of coffee entering in October was 12,620 tons. The figure for the same month in 1952 was 7,298 tons. For the year to date, the total is 126,955 tons, and for the same period last year, it was 111,739 tons.

■ ■ Miller Riddle, of Thomas J. Lipton, Inc., was sick and confined to his home last month. He had attended the annual division managers' meeting in New York, and after that took a trip in the field, which included Southern California, Arizona, Seattle and Portland. By that time the virus had caught up with him. He's all right now, however.

■ ■ Bert Balart is back in San Francisco again. His stay was prolonged because of a sickness in the family. Bert had been visiting New York City with his wife.

■ ■ Ed Howatt, of the C. G. Cambron Co., told us that Kona coffees are moving well, and that they are of good quality and quantity. Prices are in line with good Central Americans. Ed is something of a specialist in Hawaiian coffees.

■ ■ The recent meeting of the Western State Tea Association, in which Toby Hyde, of the Tea Council, gave a talk with illustrated slides, was presided over by Joseph Branten, of M.J.B. Toby told the group that the consumption of tea was increasing in the U.S. Samples of spot advertising for TV were shown. With Toby were C. M. Kothari, of Kothari & Sons, and S. H. Davies, chairman of the Indian Tea Association and one of the partners in the firm of Duncan Bros., India.

■ ■ John N. Curlett, executive vice president of McCormick & Co., Inc., has been elected president of A. Schilling & Co., San Francisco, McCormick's Western Division, it was announced by Charles P. McCormick, president and chairman of the McCormick board of directors.

Mr. Curlett, who is chairman of the board of A. Schilling & Co., succeeds Clarence E. Miller, president of Schilling until his retirement earlier in the year.

Mr. Curlett, a native of Baltimore, joined McCormick in 1930 and worked in all phases of the business. He was elected to the senior board of directors in 1935, vice president in 1936 and executive president in 1930.

Minneapolis

By Harry P. Riley

■ ■ The following from Minneapolis and St. Paul, attended the National Coffee Association convention at Boca Raton: From Minneapolis—Eb Rendall, manager, coffee department, Winston-Newell Co.; David Platter, manager, coffee department, Red Owl Stores; Les Clark, manager, coffee department, Nash Coffee Co.; John Hanson, also with the Nash Coffee Co.

From St. Paul—L. J. Eibert, Eibert Coffee Co.

E. A. JOHNSON & CO.

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New York News

■ ■ Members of the coffee industry who had not already met Dr. Joao Pacheco e Chaves, president of the Brazilian Coffee Institute, at the Boca Raton convention, had an opportunity to do so at a reception in his honor arranged by the executive committee of the Pan-American Coffee Bureau.

It was held in the Crystal Room of The Plaza Hotel, with quite an attendance of coffee leaders.

While here, the Institute president passed along some highly significant data on the coffee situation in Brazil.

■ ■ George Bauerschmidt, formerly with the James T. Kellner Co. for about four years, is now associated with L. Neugass & Co., Inc., well known Front Street coffee importers.

Mr. Bauerschmidt was connected for 25 years with C. E. Bickford & Co., with whom he started in the coffee business.

■ ■ A chip off the old block is now active in David Rossman, Inc., Beck-

man Street coffee roasting firm.

Alan, son of David, is working on the "inside", getting a thorough knowledge of green coffee, blending, roasting, grinding and packaging.

Twenty-one, Alan is a graduate of NYU's School of Commerce, lives in Brooklyn, and is married to a fellow NYU grad, the former Jean Werner.

Working at the plant isn't new for Alan. He's done it for several years after school and during summer vacations. He'll probably start on the selling end in the near future.

Welcome to the fold, Alan, and good luck!

■ ■ Employees of P. Wechsler & Son, Inc., coffee roasters catering to the restaurant market, have enrolled with the Health Insurance Plan of Greater New York.

HIP is a non-profit enterprise operating on the basis of group practice in medicine. It now covers about 400,000 people in the Greater New York area.

■ ■ Morris S. Rosenthal has resigned as president of Stein, Hall & Co., Inc., board chairman Edward Stein has announced.

A special meeting of the board named Lawrence Gussman to fill the post.

Mr. Gussman is president of the Stein-Davies Co., a Stein, Hall manufacturing subsidiary, and was Stein, Hall's vice president in charge of the manufacturing and technical divisions.

■ ■ Expansion in its coffee operations is reported by the Ufinindo International Corp. (Union Financiere), Beaver Street importers specializing in Africans.

The company has offices in Abyssinia and represents leading shippers in Portuguese West Africa and British East Africa.

Heading up the firm's coffee department is Edwin R. Camilleri.

■ ■ In New York for a four week visit is Alain Oulman, son of Albert Oulman, who heads the Sociedade Agricultura de Cafe, Angola coffee planters, and the Companhia Nacional de Produtos Coloniais, Lisbon, importers of coffee and other commodities.

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109 FRONT STREET

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New Orleans Notes

By W. McKennon

■ ■ W. C. Englisbee, of Ruffner, McDowell & Burch, Inc., New Orleans, left for New York on his way to Brazil.

■ ■ Joseph Metzger of the F. D. Wilcox Co., Inc., is absent from the office due to an emergency operation. He is recovering nicely and expects to return to work in the near future.

■ ■ Felix Vaccaro reports that frost is not the only hazard which threatens coffee crops. A runaway automobile, careening down Magazine Street recently collided with his prize coffee tree, which was expected to bear next year. The tree has been given expert care, but Mr. Vaccaro admits it may not produce much of a crop, if it lives to bear at all.

■ ■ Mr. and Mrs. Harry Snider were recent guests in New Orleans. Mr. Snider was formerly with Steinwender, Stoffregen & Co., and called on old friends in the trade. The Sniders now own the Normandy Apartments in St. Petersburg, Florida, and were enroute to Mexico for a vacation.

■ ■ A. A. Wetta, veteran coffee and shipping man, passed away last month. He leaves two daughters. Mr. Wetta was for a number of years connected with the United Fruit Co. and for the last few years was with F. D. Wilcox Co., Inc. The funeral was held at Tharp-Sontheimer-Tharp, followed by a requiem mass at St. Francis de Sales Church. Mr. Wetta will be greatly missed by his friends and associates in the trade.

■ ■ W. A. Weber, formerly manager of the Alcoa Steamship Co. offices in Washington, D. C., has been assigned the Gulf Manager post, with headquarters in New Orleans. He replaces William H. Trauth, Alcoa manager here since June, 1945, who will head the Washington office vacated by Mr. Weber.

■ ■ Rolf Norbom, general agent of the Mississippi Shipping Co., with Mrs. Norbom, just returned from a cruise to South America where he visited the firm's offices. They also visited in New Orleans enroute to their home at Look-out Mountain, Tenn.

■ ■ Mr. and Mrs. Edmund Cerruti, who returned from South America aboard the Del Mar, visited briefly in New Orleans before leaving for their home in San Francisco, where Mr. Cer-

ruti is general passenger agent for the Delta Line.

■ ■ Friends are congratulating Earl Bartlett, Sr., on his quick recovery from a major operation. He was back at the office in record time and reports he is feeling fine.

Southern California

By Victor J. Cain

■ ■ Mr. and Mrs. Earl Lingle, of the Lingle Bros. Coffee Co., made a pleasure trip to San Francisco. Inasmuch as his arrival was too late on a Friday afternoon, Earl was unable to get down to coffee-row to see his many friends.

■ ■ Mr. and Mrs. Roy F. Farmer president of Farmer Bros. Co., and Walter Emmerling, president of Ben Hur Products, Inc., both large Los Angeles roasters, along with Mr. and Mrs. William Waldschmidt, of Otis McAllister, importers of great note, made the trip to Boca Raton, Florida to attend the National Coffee Convention.

■ ■ Bill Morton, of W. J. Morton, Inc., made one of his usual trips to San Francisco to call on the trade in that area.

■ ■ A. F. "Jack" Arnold, manager of the Huggins-Young Coffee Co., accompanied by his wife, Betty, took a fast air trip to their native Kansas City, Mo., for a short vacation. While there, Jack saw many friends he had not seen for years.

■ ■ John Mack, of the E. B. Ackerman Co., Inc., flew to Guatemala City, Guatemala, in an effort to oversee his interests in that country. John expects to remain in the country for a period of least two to three weeks.

■ ■ Lou King came to Los Angeles for a few days to call on the trade.

■ ■ Henry B. Plummer, president of the Davies Warehouse Co. and prominent Los Angeles warehouseman, died in the Good Samaritan Hospital at the age of 67. "Heinie", as he is best known was well known to the coffee trade in Los Angeles. He formerly was associated with Haas, Baruch & Co., wholesale grocers, for 14 years, and traveled for that firm in the Imperial Valley with headquarters in El Centro. All of "Heinie's" many friends will miss his pleasant personality around Los Angeles.

■ ■ W. B. "Beck" Rowe manager of the Coffee Department of the Bunge Corp., stopped in Los Angeles briefly on a layover in transit to the National Coffee Association Convention.

Chicago

By JOE ESLER

■ ■ Stanley C. Prichard has been named assistant to Frank Sexton, manager of the coffee department of John Sexton & Co. He succeeds M. B. Succo, who is now special representative of the coffee department.

■ ■ The James H. Forbes Tea & Coffee Co. and the H. P. Coffee Co. were among nine firms in St. Louis honored recently for being in business for 100 years or longer.

■ ■ Trade reports that Hills Bros. may have a soluble coffee for 1954, experiments are now underway at the San Francisco plant.

■ ■ Folger & Co. is now offering instant coffee packed in glass containers. They claim it is 100% pure coffee.

■ ■ Stewart & Ashby Coffee Co., is celebrating its 40th year. January first the name of the firm will be Stewart's Private Blend Coffee Co., Inc. Donald R. Stewart is president of the company which was founded by his father, Will Stewart and Charles Ashby.

■ ■ A & P is trying out a new high roast in the Pittsburgh territory, packed in one pound cans. It is expected the new roast will reach the midwest territory shortly and distribution will spread gradually all over the country.

■ ■ Southland Coffee Co., Atlanta, Ga. has a new line of instant coffee under the trade name Chicafe.

■ ■ The Chicago Coffee Brokers Association held its annual holiday celebration at the Germania Club with many on hand for the festivities.

■ ■ Norben, Inc., Indianapolis, has a premium plan ready for the trade using a number of aluminum items.

■ ■ Butter-Nut Coffee Co. again expects to give out many Christmas gifts to homeless and crippled children. The thousands who send in the key strips from cans of Butter-Nut Coffee make this possible. Butter-Nut buys the gifts (year after year) basing the fund on the number of strips received. Last year 30,000 gifts were distributed.

■ ■ Henry Schmidt, manager of the coffee department of Nabob Foods, Ltd., spent an enjoyable two weeks in Chicago, his old home town. Mr. Schmidt always extends an invitation to coffee men he meets to visit Vancouver. Many have accepted his invitation.

C. H. D'ANTONIO & CO.

Coffee

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Out of the 6,000 acres devoted to cardamom seed in Ceylon, about 5,000 acres are in the Central Province and the balance in the Ratnapura and Kegalla Districts of the Province of Sabaragamuwa.

Cultivation in Ceylon is limited to altitudes between 2,000 and 4,000 feet. The fruits are born in clusters along stems which grow from the base of the plants at soil level. The fruits or capsules contain the seed. After the fruits are plucked, they are cured in either of two ways, depending on whether the product is to be bleached or green-cured.

In the bleaching process, the dried capsules are exposed to sulphur fumes in a closed chamber so as to produce a pale straw-colored product.

"We hitched our wagon to tea"

(continued from page 79)

hence, the need for strong "pre-selling".

While operating policies of the hundreds of companies engaged in our industry widely, the fundamentals remain the same; therefore, a majority have found their membership in the National Retail TEA and Coffee Merchants Association invaluable. This association extends membership privileges to organizations engaged in the sale of tea and coffee, direct-to-the-consumer, through premium merchandising channels. Upwards of 8,000 routes serving more than 3,000,000 families are represented with annual sales running to hundreds of millions of dollars.

The ultimate goal of our industry, as in any other, is to produce a fair return of profit on our investment. In the past several years, coffee margins have not been conducive of this objective, and mounting consumer resistance to higher prices has taken its toll in terms of customer turnover. Reduced margins are distressing—but increased customer turnover is intolerable and these developments motivated us in Grand Union to reappraise our position in the beverage market.

In view of our early experiences, our attention naturally turned to tea. Once again, it warrants the spotlight as the "least expensive beverage—next to water". It has not been relegated to the role of "loss leader", so a fair margin of profit for the retailer is present. Regularly used, it is a consumption product which insures repeat business.

All these facts were found to be of sufficient interest to justify our developing an infinitely stronger tea merchandising program in the early part of the current year. We started by contacting your Tea Council in New York City and we were encouraged with the enthusiasm and excellent cooperation afforded by the staff.

Special sales meetings were held with our field personnel all over the country, and every man was indoctrinated with a multitude of new ideas concerning the desirability of tea on his customers tables.

Needless to say, our salesmen of today are considerably more tea conscious than they have been for several decades and our sales charts are graphically recording results of the intensified sales effort. Tea sales of the first six months of 1953 are more than ten per cent ahead of the corresponding period of 1952, and we believe this sales curve will continue to improve. Thus far, our program has been beamed largely at the iced tea market and now we are shifting our emphasis to hot tea for winter consumption.

The acceptance of our initial effort by both our customers and salesmen has been so encouraging that we are developing a miniature package of tea bags containing four units which we will distribute to non-buying neighbors of our customers in an effort to capitalize on tea as a means of recruiting new accounts. Further, we have recently contracted for a supply of a new, and we believe better, type tea maker, the Teakoe. We are offering them as premiums in conjunction with the purchase of tea, and we look forward to further poundage increases resulting from their use.

"Mrs. American Housewife" is more vulnerable to informative tea publicity now than she has been in half a century. Were I to spend all my time in the immediate future on the sales promotion of tea, I would hammer relentlessly on the facts that:

1. It is the cheapest beverage next to water
2. It is a stimulant without letdown, evidenced by the fact that coaches recommend its use by their athletes
3. It has only beneficial characteristics—conducive of a sense of well being

The coffee outlook

(continued from page 67)

for all exportable commodities before approving.

"Frankly, and this is purely my opinion, the planter getting 1,500 cruzeiros is doing all right, and to give the patient another injection at this time would be entirely uncalled for.

"The best estimates of the next crop cannot be reached until after the January flowering. Many predict this will be poor and that Sao Paulo will produce only 6,000,000 to 7,000,000 maximum. Parana, as we know, is temporarily out of the running, and if she produces 2,000,000, it will be excellent. Therefore, it looks like we will go into the next crop with a small carry-over of, say, 2,000,000. Add next crop's total of, say, 14,250,000, and we should end up the crop about even. This would be about the maximum to expect.

"There will be many contributing or 'quasi'—almost—contributing factors. At present some are already in rumor forming. I can only give you the picture as I heard and saw it. If my eyes and ears have betrayed me, that is not my fault. I am only a Front Street broker, not an economic or weather forecaster."

Ship sailings

(continued from page 68)

SAILS	SHIP	LINE	DUE
12/31	Chastine	Maersk	NY1/28
1/2	Igadi	Stockard	NY2/3 Pa2/5 Ba2/7
1/2	Indian Bear	PacFar	SF1/14 LA1/17
1/6	Flying Scud	PacFar	
1/8	Wm. Luckenbach	PacFar	SF1/22 LA1/24
1/14	Taft	Am-Pres	SF1/28 LA1/31
1/15	Johannes	Maersk	NY2/13
1/15	Fernfield	Barb-Wn	SF1/27 LA1/29 NY2/12
1/18	Cleveland	Am-Pres	SF1/30
1/30	Tungus	Barb-Wn	SF2/11 LA2/13 NY2/27
1/31	Trein	Maersk	NY3/2
2/10	Yamasato	Yamashita	SF2/23 LA2/25 Cr3/27 NY3/12
2/15	Talleyrand	Barb-Wn	SF2/27 LA3/1 NY3/15
2-15	Nicoline	Maersk	NY3/16
2/24	Yamaharu	Yamashita	SF3/8 LA3/10 Cr3/20 NY3/25

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

² Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

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FOR SALE: 1—Pneumatic Scale 60/min. Packaging Unit. 2—Jabez Burns 4-bag Coffee Roaster, complete with blowers, exhausters, cooling trucks; Standard Knapp Auto Gluer-Sealer & Comp. belt; 1—Model A & 1 Model B Transwraps; 2—6" Brightwood Box Machines, m.d.; Roball Sifters; Mikro Pulverizers; Mixers up to 7,000 lbs. Partial listing. What have you for sale? CONSOLIDATED PRODUCTS CO., INC., 16-19 Park Row, New York 38, Barclay 7-0600.

FOR SALE: One Burns #24 Granulizer in good operating condition. Complete with motor. Address Box 50, c/o Coffee and Tea Industries.

FOR SALE: 1 Royal 30 lb. roaster and 1 Royal 20 lb. roaster D. C. Good working condition. Address Box 24 c/o Coffee and Tea Industries.

FOR SALE: Complete coffee roasting and spice grinding plant which has been dismantled. Priced for quick sale. Frank Frimel, 612 Rochester Drive, Lemay, Missouri; Tel. Victor 2-5407

EQUIPMENT WANTED

WANTED: 1 George H. Fry Company continuous bag sealer, model CBS. Address Box 100 c/o Coffee and Tea Industries.

WANTED: Packaging Line, Labeler, Capper, and Mixer. Address Box 147, care of Coffee and Tea Industries.

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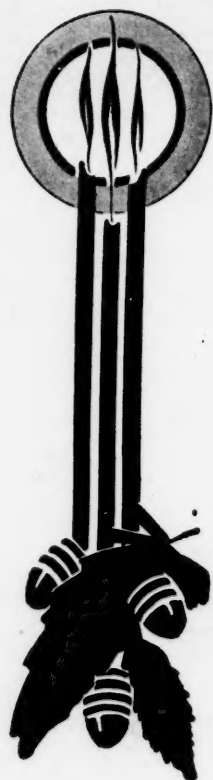
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